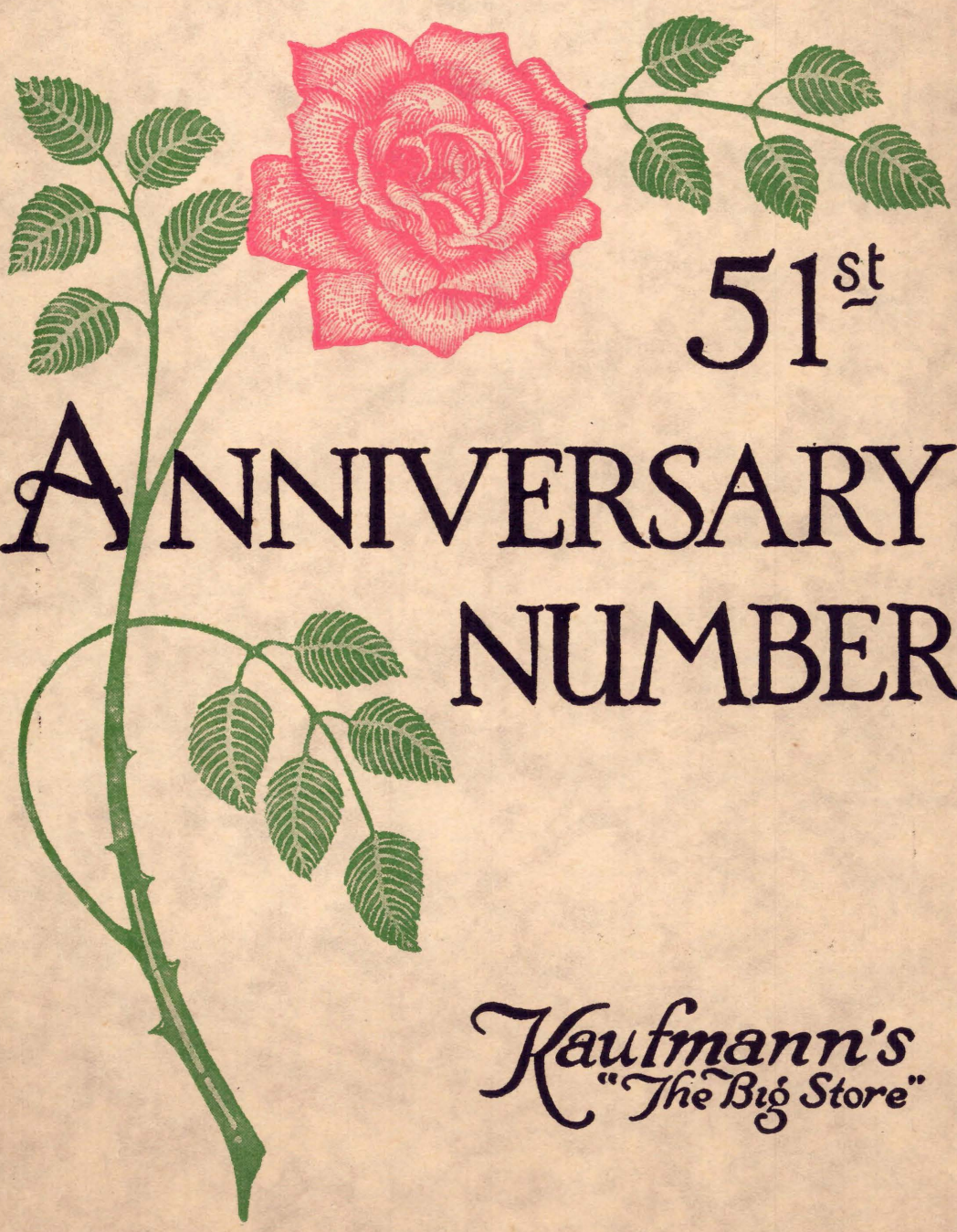
1871 *The* 1922

STORAGRAM



51st ANNIVERSARY NUMBER

Kaufmann's
"The Big Store"

1871 JUNE The Month of Roses 1922

OUR 51st ANNIVERSARY

We approach our Anniversary with the respect that 51 years of dignified and strenuous endeavor alone can merit.

At this time we can convey no message more worthy of public attention than to repeat

OUR POLICY

As to Prices—

Not how low we can price an article regardless of its quality, but how low we can price an article because of its quality.

As to Advertising—

To earn customers for "The Big Store" by adhering strictly to the truth--never by the blare of trumpets, glaring newspaper headlines, massive type, stupendous illustrations or inflated values.

As to Merchandise—

We separate the Gold from the Dross--the Real from the Unreal--we offer only Quality merchandise.

Therefore—

Through the appeal of Quality *plus* Lowest-in-the-city-prices *plus* Honest Advertising *plus* Service we solicit your patronage.

Kaufmann's The Big Store

The

STORAGRAM

Published in the interests of the employees of
KAUFMANN'S
The Big Store

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

FIFTY-FIRST ANNIVERSARY GREETING

"To Fellow-Workers:—

"On the eve of this, the greatest event on 'The Big Store' calendar, it must be kept in mind that our Anniversary is a dignified business event, not a circus nor a country fair, and we must all approach it with the reverence that 51 years of strenuous and sincere endeavor merits.

"Our preparations have been made, and our buyers have worked unusually hard to secure the finest merchandise that could be obtained. They were instructed to eliminate all poorly made, imperfect or shoddy goods. 'Quality' merchandise alone is what this institution must always sell and, for this anniversary, at unusually low prices.

"As the ultimate success of the Anniversary Sale depends upon the sales and service organizations, each fellow-worker must 'feel' the responsibility, and we must all remember that our customers are our guests and, that to them, Courtesy and Interest is all important."

SAMUEL MUNDHEIM.

MODEL CORRESPONDENCE

Friends of Mr. J. E. Pridday will probably enjoy the following correspondence that recently was exchanged by Mr. Jacobi and our departed friend:

Louisville, Ky., May 24, 1922.

MR. J. S. JACOBI, JR.,
c/o KAUFMANN'S
"THE BIG STORE,"
PITTSBURGH, PA.

DEAR MR. JACOBI:—

Would you be good enough to let me know the best price that we might be able to get on paper towels? We use somewhat more than five hundred thousand a year.

Knowing that you will have the best price in the country, I hope that you can feel that it is ethical to give me this information.

I find the people in the South very kind and cordial. They make more of the business of living here than they do further up. For instance: this is the racing season here and we all take turns in spending a day at the track, and it is considered quite the thing to do.

I had the pleasure of seeing the famous Kentucky Derby run, and it was a remarkable sight. The sunshine is pretty strong down here, but, contrary to my expectations, the "MOONSHINE" is sadly lacking.

The weather here, at present, is quite warm, and business is very good.

Hope you and your family are well and happy.

With kindest regards, I remain,

Sincerely yours,

J. E. PRIDDAY.

Pittsburgh, Pa., May 29, 1922.

MR. J. E. PRIDDAY,
THE STEWART DRY GOODS CO.,
LOUISVILLE, KY.

DEAR MR. PRIDDAY:—

Was pleased to receive your letter of the 24th inst., but why do you address me as J. S. Jacobi, Jr.? The Jr. part is all right provided that it is intended as an indication of my youth, but J. S.—why?

Glad to note that you are impressed with southern hospitality. This is proverbial, I have long learned. I am somewhat surprised that you miss the "moonshine," but that is what you get for leaving our hospitable shores. Right in my office at this moment, under Mr. E. J.'s desk there is a 1-gal. bottle that has all the appearance of the genuine stuff, but in reality is is liquid soap; I wonder, if you were still with us, if your great liking for this enticing article might not have caused you to follow the action of a stray porter who was under the impression that he had disdovered something, and after we brought him to, he ejaculated, "Mighty pow'ful but it soit'nly slid down easy."

I am enclosing samples of two paper towels:.....

Assuring you of my pleasure to serve you at any time, and with best wishes for your future, I am,

Very sincerely yours,

A. JACOBI.

THE ANNIVERSARY BALL

"Were you there and tell me did you notice"——all the pretty girls and their handsome swains?—Mr. Mundheim stepping along with the best of 'em?—Mr. and Mrs. O. M. Kaufmann toddling along?—Joe Meyers with a face full of smiles—and sunburn?—Mr. Traub trying to get Mr. Mundheim to stop long enough to put his final O. K. on the Anniversary editorial?

"B—A—double L,—BALL! Some Ball!

It Surely Was Some Ball!

The brilliantly lighted ball room was filled with laughing, graceful couples who swirled about in perfect rhythm with the alluring strains of the latest dance pieces. Everybody seemed to have been there—all the employees of "The Big Store" seemed to have donned their "Sunday best" and turned out to inaugurate our Fifty-first Anniversary as only romantic Youth can.

Wall flowers were conspicuous by their absence, although Mr. Abbott and Mr. Schwartz were frequently seen to ease themselves into chairs.

Everybody danced—and laughed—and danced some more! The traffic on the floor was very heavy and often quite confusing, but a good natured spirit kept the dancers in a merry mood that even a trodden-upon corn failed to disturb.

Some of the dancers were quite proficient in the art of Terpsichore and displayed their proficiency at every opportunity—others must have been graduates of a correspondence course, for they soberly walked. and sometimes slid, along the floor with the same enjoyment as their more adept co workers.

Judging by the manner in which our bosses stepped around, dancing must be a required art with executives—or else they never could have glided along with the gracefulness of professional dancers.

It is hardly fair to offer any criticism upon the dancing when one has no idea of the subject itself, but this fact was very evident to any observer—Everybody was happy. Here's hoping we have another like it. All hail to our 51st Anniversary!

WORK AND BE HAPPY

Here is a curious thing: John D. Brown, farmer, spends his life putting in crops and digging up trees in one part of his farm, and moving them to another part.

John D. Rockfeller, with a billion and a half, finds nothing that entertains him so much as putting in crops and digging up trees on one part of his place at Pocantico Hills, and moving them to another part

Henry Smith works all day and goes home at night, takes off his shoes and sits in his stocking feet.

Henry Ford, so someone told me in Dearborn, works all day, and goes home at night, takes off his shoes and sits in his stocking feet.

Henry Smith, looking at Henry Ford sees only

an income of several thousand dollars a day, and it never occurs to him that about all you can buy with an income of several thousand dollars a day, is the satisfaction of going home at night and taking off your shoes and sitting in your stocking feet, and contemplating a good day's work. How does it happen that the man who has so little money that he must work, regards work as a servitude, while the man who has so much money that he does not need to work, can find no other pleasure so satisfying?

It all goes back to the first chapter of Genesis, I imagine in those chapters, Adam is represented as being very much pleased when he had nothing to do but loaf in the Garden of Eden, and very much penalized when he was given a chance to get out of the Garden and WORK.

The ancient error—that work is bitter, and the escape from work is joy, is responsible for very many of our present problems.

"Life would be tolerable if it were not for the pleasures" Sir George Cornewall Lewis said.

That remark is not as cynical as it sounds. What agonies people do suffer in their set determination to have a good time! What a tasteless dish pleasure becomes, when you have it for every meal!

Nero discovered that, with unlimited money and power at his command, he advertised a rich reward for anyone who could invent a new pleasure. No one answered his advertisement. He should have received a brief, crisp answer in the first morning mail "I noticed your ad: the answer should have read: 'Why don't you Go to WORK.'"

—Bruce Barton.

HOMER TO BILL

Dear Bill:—

Perhaps you seen it in the papers by this time, (if you still know how to reed,)—our store is having its 50 first Anniversery, which means it is 51 years old.

There is great doings here on acct. of this here Anniversery, But I kinda think its' a lot of wasted jack. I know when I get that old I wont want to tell so darn many peopel about it. Of coarse I suppose everybody who reads the papers and the "Storagram" knows that I was born in 1898 at Pittsburgh, Pa. so they can subtrackt and find out how old I am when I celebrate my 50 first Anniversery.

Last yr. the Big store celebrated its Golden Anniversery and they had a great time doing it and the boss was feeling fine so I put a suggestion in the Suggestion box in which I suggested that the store should give me a $3 (three dollars) raise per wk. in gold.

I didn't get no ans. to my suggestion until the other day. I met Mr. Oliver Kaufmann in the elevator and he said when he saw me, "Are you still hear."

And I says, kinda quick, "Yes, Mr. Kaufmann, and I'm all ready for our 50 first Anniversery."

And he said, "you don't look that old, but I suppose even Father Time has a hard job changing a face like yours." So I replied, "Yes, I do preserve my good looks pretty well, don't I though?" And I told him that I got a few wrinkles since last year.

"I don't see how you get that way," says he, "You haven't enough sense to worry." "What's on your mind?"

Then I told him about them loseing my suggestion last yr. And he said, "Well, don't you think it would be better to wait until our Diamond Anniversery and get your raise in Diamonds."

Well Bill, I was so surprised that I could hardly begin to thank Mr. Kaufmann.

"Why, Mr. Kaufmann," says I, "Words fail me when I try to tell you how thankfull I am. I am dumb————"

"I know it," he interrupted, "Never mind bragging about it."

Of coarse I wasn't going to brag about anything—he musta missunderstood me. So I walked away kicking myself in the meantime, for not finding out when the Diamond Anniversery will be.

Yours till I get my $3 (three dollar) raise—in diamonds.

—Homer.

P. S.:—Mr. Traub tells me that the Diamond Anniversary will be in 1946! I might have that job at the Soap Factory by that time!

Joe Meyers told me that I ought to see Mr. O. Kaufmann and ask him to give me that raise in apples during Apple Week, or else he might give it to me in trees on Arbor Day.

I think i'll take a tip from Traub and ask Mr. Kaufmann to give the raise to my mother on Mother's Day.

Homer

"ALL IN A DAY'S WORK"

The Cast

Stock Girl	Miss Brown
Floorman	Mr. Fisk
Saleswoman	Miss Jacobs
A Woman	Miss Brosi
Irish Woman	Mrs. Smith
A Man	Mr. Quigley
A Sample Fiend	Miss Hill
The Mother	Mrs. Neville
The Daughter	Miss Hirsch

Extra Customers

This playlet was an exceptionally clever and amusing revelation of an ordinary day's work for a sales-girl—faithfully portrayed without the "amateurish" tinge that usually accompanies such a production.

The characters acted their parts with a zest and realism that justly merited the applause which it received, especially Mrs. Smith, who, in the role of an Irish customer, convulsed the audience with laughter at her actions and speech.

Too much credit cannot be given to Miss Estep and Miss Stephenson of the Planning Department and Mr. Fisk of the China Department, whose able direction had much to do with the success of the playlet.

VEGETABLE LANGUAGE

Do you **carrot** all for me? My heart **beets** all for you. You are the **apple** of my eye. With your **radish** and **turnip** nose, my love for you is soft as **squash** and strong as an **onion.** If we **cantalope** then **lettuce** marry. I know we'll make a happy **pear.**

1871

LETTERS OF THANKS

In response to the two baskets of roses that were sent by the employees to Mrs. Morris Kaufmann, who is visiting at Memphis, Tenn., and to Mrs. Isaac Kaufmann, Pittsburgh, the following were received:

Memphis, Tenn. June 2nd, 1922.

Employees, Kaufmann's "The Big Store":—

Cannot tell you how deeply touched and pleased I was with the wonderful basket of flowers you so kindly remembered me with on the Anniversary. Your thoughtfulness was indeed appreciated—accept my most sincere thanks.

May you all make Kaufmann's "The Big Store" a continued success.

Best wishes sincerely,

MRS. MORRIS KAUFMANN.

Pittsburgh, Pa. June 5th, 1922.

It is with deepest appreciation I tender the employees of Kaufmann's "The Big Store" my heartfelt thanks for the beautiful roses so kindly sent me on this occasion—its 51st Anniversary.

This splendid attention and thoughtfulness of your organization, rest assured, is doubly appreciated this year, as it brings back only pleasant memories of the past.

With repeated thanks and my sincerest wishes for the future sucess of "The Big Store."

Sincerely,

MRS. ISAAC KAUFMANN.

PITTSBURGH—1871-1922

Dedicated to the memory of Isaac and Morris Kaufmann

We have heard of, we have read of, we have spoken of, we have even dreamed of the progress the Big Store has made in fifty-one years. But what has made this progress possible? "Great leadership," some will say. The writer believes that it *was* great leadership, in part at least, and those of you who read this, whose privilege it was to know the Founder of this Institution will readily agree with us. But leadership alone would not have done it. It required also LIGHT, "the light of intuition and wisdom that guides us in moments of great decisions,"—*the light that guided him to select Pittsburgh for the home of his business.* In other words, it was their leadership and Pittsburgh, working together that has produced this institution.

Granting that this is so, is it not worth while to stop a minute and see what Pittsburgh has done while her baby, the little store on the corner, has expanded into the huge skyscraper at Fifth Avenue and Smithfield Street? Just how big and important is Pittsburgh? Just as an individual is rated not by the amount of money he owns, but by the good he accomplishes for the benefit of his fellow men, and the character he possesses, so a city's importance is rated not by its population but by its importance as far as the rest of the world is concerned—as far as humanity is concerned—within or without the limits of the city.

To quote the words of our late lamented President, Mr. Isaac Kaufmann, "The mills that have brought prosperity and world fame to Pittsburgh were hardly bigger than overgrown blacksmith shops, and most of the founders worked at their own forges." The following facts about the Pittsburgh District tell us what huge oaks have grown out of those little acorns of blacksmith shops:

Pittsburgh has the largest Tube and Pipe mills in the world.

Pittsburgh has the biggest structural steel mills in the world.

Pittsburgh has the greatest wire manufacturing plant in the world.

Pittsburgh has the biggest glass plant in the world.

Pittsburgh has the largest aluminum finishing plants in the world.

Pittsburgh has the largest commercial coal plant in the world.

Pittsburgh manufactures 90 percent of the world's vanadium and radium.

Pittsburgh has the largest electrical manufacturing works in the world.

Pittsburgh has the largest manufacturing works for producing corks and cork supplies, in the world.

Pittsburgh is the national center for plumbing supplies.

Pittsburgh has one plant which leads the world in manufacturing airbrakes.

Pittsburgh leads the world in the manufacture of pickled and preserved foods.

Pittsburgh leads the world in the manufacture of acids and other chemicals necessary to scientific work.

Pittsburgh has one bank with the largest surplus of any bank in the world. This surplus is double that of the Bank of England and almost four times that of the Bank of France.

Pittsburgh produced 50 percent of the steel used in the manufacture of ships and war implements during the World War.

Pittsburgh has the largest plant in the United States for manufacturing lifting jacks.

Pittsburgh has the largest independent concern in the world manufacturing steel for bridges.

These facts do not tell the entire story of Pittsburgh; they merely serve to give the reader an idea of what those "overgrown blacksmith shops" have developed into.

Our departed leader also told us that "there wasn't an electric motor or a talking machine or a typewriter on earth. Bell hadn't built the telephone. Travel by power was confined to queer, little, rickety, steam railroads."

One railroad company in Pittsburgh, with 444 miles of track in 1871, has branched out and now owns 12,000 miles, while its traffic has increased 1000 percent. In those days, the day coach would no doubt have been considered a luxurious parlor car, but Pullman has so revolutionized conditions that we sneer at the day coach and make for the comfortable parlor car which, in 1972 may be in the same class that now claims the day coach.

Unknown fifty years ago, Bell's telephone has become an indispensable part of every business office, and in some instances even of the home. At present there are over 125,000 instruments used in Pittsburgh, and the demand is growing every day.

In 1871, the idea of manufacturing a machine that would exactly reproduce the human voice must have seemed as strange as Thomas Edison's belief that he can manufacture an instrument for communicating with the dead, seems to-day—perhaps stranger; yet to-day, we sit in our living room and hear the voice of Caruso who has been dead for some time.

We wonder how greatly shocked would have been a man in 1871 upon being told that the day was not far off when a person would be able to write with absolute legibility at the unheard of speed of fifty words a minute. At present the typewriter is as necessary a part of the business office as the letter head itself. More than that, we have a machine that will add, subtract, multiply and divide, with absolute accuracy, integers or fractions as rapidly as one can strike the figures involved.

To do justice to the electric motor, we should have to fill volumes on the subject. Since our space is limited, we must content ourselves by merely naming the electric motor as one of the great friends of mankind.

Fifty-one years ago there was no street car existing in Pittsburgh. At present, one can travel eight miles on a street car for eight and one-third cents, (8⅓c), and even that seems too high.

We allude once more to a statement made by the Founder of this concern, "Gas light was a marvel, and kerosene (actually sold as patent medicine to cure the most ridiculous range of ills) was being experimented with for household illumination; but most of us were afraid to bring the dangerous stuff into our homes."

1922 finds kerosene practically obsolete as far as illumination is concerned, and even the marvel gas light has been placed in the obsolescent stage

by the electric light. There are 150,000 homes in Pittsburgh furnished with electric lights.

Pittsburgh's progress has not been promoted along commercial and industrial lines only; in other words, it is not symbolized by the dollar mark alone,—if it were, we should not speak of it so proudly, for a glance at the history of commerce and industry tells that two thousand years ago, the Phoenicians, the Syrians, the Assyrians, the Romans, the Egyptians and many other nations that have since been subjugated or wiped off the face of the earth, were the leaders of commerce in their time; Chinese industry, at one time second to none, amounts to little or nothing today, but Greek learning has survived all, because to this day, no work has been produced to rival the Odyssey of Homer, or his Iliad.

All progress depends in large measure upon education; hence, no other institution in Pittsburgh will reflect the growth of the city so well as our Public Schools,—and marvellous indeed has been this growth. The 13,000 children attending school fifty years ago have increased to a magnificent army of 92,300, and to meet this demand the few rickety little school houses have been increased to 150 fine buildings. Yet strange as it may perhaps sound, the one hundred and fifty buildings are so crowded that additional school buildings are being planned. A typical condition is that of the Fifth Avenue High School, built to accommodate nine hundred (900), has an enrollment of fifteen hundred (1500).

The evening school of fifty years ago was so insignificant that it hardly merits our attention. But students attending public evening school in 1922 number 6291. One of the problems the evening school has had to meet is the Americanization of the vast number of foreigners who flock to our shores, no doubt, because of the demand for labor created by our industries.

Ranking perhaps even above the public evening school, in this work, is the Irene Kaufmann Settlement. Too much credit cannot be given to this institution for its efforts to Americanize the foreigners. While the evening school attempts to teach the immigrants English, the Irene Kaufmann Settlement goes a step further and tries to teach them American customs and methods, and endeavors to raise their standard of living as far as possible.

Higher education in Pittsburgh has not been standing still In 1871 there was but one "college" in Pittsburgh,—the Western University of Pennsylvania," the nucleus of the present University of Pittsburgh.

1922 finds Pittsburgh with the Duquesne University, The Western Theological Seminary, the Pennsylvania College for Women, the Carnegie Institute of Technology, but the University of Pittsburgh is still the leading institution for higher education in Pittsburgh. For that reason, we feel that it merits some attention here.

At the time "The Big Store" was founded, the Western University of Pennsylvania (now the University of Pittsburgh), consisted of but one little building; to-day it covers seventy acres of ground. Its enrollment in 1871 was one hundred (100); in 1922 the day school alone enrolled sixty-seven hundred (6700), while the evening school enrollment is 1100. In 1871 the institu-

(Continued on page twenty-four)

RUSSELL H. CONWELL

Soldier-Lawyer-Author-Churchman and Lecturer.

The most popular lecturer in the world, who addresses thousands of people annually, "the discoverer of 'Acres of Diamonds,' through which thousands of men and women have achieved success out of failure. He is the head of two hospitals, one of them founded by himself, that have cared for a host of patients, both the poor and rich, irrespective of race or creed. He is the founder and head of a university that has already tens of thousands of students.....
.....All his life he has helped and inspired others."

ROBERT SHACKLETON.

Those of our employees who had the misfortune to miss hearing Dr. Conwell's wonderful speech, may have the opportunity of reading this thrilling address in its book form.

Miss McKenzie will see that this book is procured for those who express their desire to read it.

MEN PLEASE DON'T READ THIS

You can talk about the womenfolk
Who have that curious way
Of wanting to know everything
A man may do or say.
But I'll bet a silver dollar—
The only one in my purse—
That every man in this whole store
Has managed to read this verse.

—Selected.

Courtesy and Interest Campaign

The following address given by Mr. Greene at the "Pep" meeting for executives, affords a lucid explanation of the campaign, its purpose and its plans:

"PURPOSE—About one year ago we met in this same room to pledge our support to the successful termination of a campaign which had for its object, the making of the terms Courtesy and Interest synonymous with Big Store Service. The reason that we have assembled again, a year hence, for the same purpose, is not because we have failed in the first attempt, but because our success has made us dissatisfied with present conditions. It may be stated that our shopping reports show that our percent of satisfactory shoppings has risen from 50 to 75 percent. We have had a demonstration of what improvement along this line means.

For the benefit of some of our new fellow-workers, it may be stated that a careful study of service from the customer's viewpoint made by Carnegie Tech two years ago, revealed the fact that Courtesy and Interest are the two qualities in salespeople which bring customers back to the store and to the same salespeople. While some people naturally are more courteous than others, courtesy can be cultivated—even acquired.

It was with the idea of training ourselves in Courtesy and Interest that the first campaign was inaugurated.

Some of us have become lax—back-slid in other words: others did not get a good start. Hence—the Second Annual Courtesy and Interest Campaign. It may be that the word Campaign is an unfortunate term to use. It suggests red fire which goes out and speeches which are forgotten. But this Second Annual is going to be different. It is going to be over just in time for the Third.

SCOPE—This is not a one or two man campaign. Each one of the 3000 fellow-workers in this organization is a committee of one to insure its success. From the president of the company to the delivery helper who was employed yesterday, there is a place in this big program for everyone. Courtesy and Interest—it carries a message not only of proper attitude toward customers, but of one fellow-worker to another.

Water never rises higher than its source. You as the leaders in this organization must set the pace. There will be just as much Courtesy and Interest in your department shown to customers as you manifest in your relations to those under you and encourage them to show to one another.

THE CAMPAIGN PLAN—The Plan is simply this: We, and when I say we, I mean all of us assembled here tonight, are going to sell Courtesy and Interest to our fellow-workers. Any selling campaign is usually preceded and accompanied by an advertising campaign. This series of seven posters carry the key-words of the campaign.

In the first one S stands for Service which depends upon Courtesy and Interest. We started the campaign on our Fiftieth Anniversary and are continuing it on our Fifty-First. The Fifty-One is placed above the fifty to show that this year's goal is higher than that of last year.

The second poster shows that Service depends upon four words—See, Serve, Suggest and Sell. If the ideas for which these words stand are carefully followed out, they spell Success, not only for the Store, but for each individual fellow-worker.

The third poster shows the relationship which exists between the Store, the Fellow-Worker and the Customer. Service for which the Store stands is given through the Fellow-Worker who Sees, Serves, Suggests and Sells, and this results in satisfaction for the Customer.

The question naturally arises, why have thesewords been chosen? Merely because the initial letter is S?

The fourth poster takes up the First word, See, and points out a few of its important associations.

In all of our relations, we must "See the Customer." Whether we are selling or whether we are behind the scenes, in an office or stock-room, wemust, "See the Customer." We must likewise "See Ourselves as others see us." If we do this, we may want to change our personal appearance and make ourselves more business-like. We will watch our manner of speaking and avoid the things which make us unattractive to other people.

We must "See Our Merchandise and Our Work," not with eyes "vacantly staring," but with a desire to know all that there is to know about the things we sell and the work we do, to the end that we may be of more service to the public, the store and to ourselves.

Likewise we must "See Our Opportunity". Each position in this store is an oppportunity although some may make of it merely a job.

The next word "Serve," remind us that we should Serve the Customer with A Smile. No matter how dark the day; no matter who the customer may be, you owe it to him, the business and to yourself to render this service courteously and cheerfully. You will find that it is more interesting and more easily done in this way.

The Golden Rule in business is now an established fact, hence "Serve your Customer as you would be Served." Such a spirit can exist only when there is likewise a prevailing sentiment to "Serve Your Fellow-Worker as you would be served.

But Big Store Service is not merely doing what a customer requests but it is helping the customer to solve her problems. Hence the word Suggest—Suggest what?

1. Suggest Service that will be appreciated—This applies to any member of the organization who comes in contact with the public. How many friends can be made for a business

by little unusual acts of service which costs nothing and yet are often more appreciated than costly merchandise.

2. Suggest merchandise that will interest. Don't say "Something for you?" but make a positive suggestion regarding your merchandise that will interest the customer.

3. Suggest merchandise in other departments after a sale. How many extra sales could be made if this were done.

I "listened in" on one of Mort Lautmann's meetings the other night and learned that he is planning to have suggestive lists of items made for each of his departments.

4. Suggest improvements for the business. There is no surer way to promotion than through a systematic and intelligent study of possibilities for improvement. This business cannot be improved through the efforts of one or two men. It is necessary that each one of us make some contribution, no matter how small.

SELL—This is the life-blood of the business. Unless we sell, everything else will go for naught.

1. You must Sell Yourself. You must sell yourself to yourself, strange as it may sound, for that is only another way of saying, develop self-confidence. You must sell yourself to the firm in order that they may have confidence in you. Then you must sell yourself to your customer for the same reason.

2. You must also Sell Kaufmann's as well as merchandise and service. Kaufmann's will mean to your customer just what you make it mean.

3. You must Sell Merchandise that will Satisfy. For—as the old saying goes—a Satisfied customer is the best advertisement.

4. For the same reason—Sell For the Future. The two dollar purchase today may lead to a two hundred dollar purchase next week.

FOUR MINUTE SPEECHES—Printer's ink is valuable for publicity purposes, but the spoken message is good too. During June and the months succeeding a large squad of four-minute speakers are going to carry many messages on the topics on these posters to the Big Store Organization. With enthusiasm for better service through Courtesy and Interest we can build the reputation of this store up to the point where it ranks second to none in America."—James H. Greene.

EXECUTIVES "PEP" MEETING

The second "Courtesy and Interest Campaign" was opened with a very enthusiastic "Pep" meeting of the store's executives on Saturday, May 20th in the Eleventh Floor Dining Room.

Mr. Wright with the "peppery" Big Store Orchestra was on hand to dish out some "pep" in the form of parodies on popular airs that were sung lustily by the audience. As usual, the dinner headed the festivities and was followed by a round of cigars and cigarettes to soothe the devotees of Milady Nicotine.

The first injection of "pep" was a very unusual one—one that took the audience altogether by surprise—and laughter.

A sextette of embryo Carusos and McCormacks, (Greene, Traub, Joe Meyers, Braunstein, Hanlan and Marshall Mundheim) filled the audience with laughter and the air with blatant, discordant harmony as they sang a number of ludicrous verses to the tune of that grand old Army song, "The Old Gray Mare."

As they filed away to their seats amid the rollicking laughter of the audience, Mr. Silverstein arose and read a telegram, purporting to be from Flo Ziegfield, in which our six nightingales were offered 50,000 rubles to sing in the Follies. "T'would be **folly** to accept" responded Joe Meyer and the sextette dismissed the offer in derision—supposedly to await a better one.

Mr. Silverstein then launched into a gingery talk in which he admonished the executives to set the example for their underlings, and by their enthusiastic interest to promote the sales efficiency of their subordinates.

He concluded his address with some remarks about the pride that should be taken in "The Big Store" and its accomplishments—then introduced Mr. Braunstein as the next speaker.

The eminence of "The Big Store's" position among the other mercantile organizations of the country and the reliability of our firm's name among manufacturers, formed the chief topics of Mr. Braunstein's brilliant address.

Mr. B. T. Smith then took the floor and electrified his audience with his inspiring speech upon "pep"—delivered with great gusto in snappy, staccato sentences that carried conviction with their message.

In the early part of his address, our furniture buyer was interrupted for a few seconds by the delivery of a telegram with Joe Meyers acting as the messenger.

His interpretation of a Bowery messenger boy was very realistic, with his cap tilted at a perilous angle and a cigarette dangling nonchalantly from his lips—as usual drew a big laugh.

After the forcible climax of Mr. Smith's address was reached, and the ensuing applause had subsided. Mr. Silverstein introduced Dr. Charters as the next speaker. The doctor assumed the speaker's place.

He gave a brilliant and thoroughly enjoyable lecture upon the part that executives must play in making our Fifty-First Anniversary a success—pointing out that only by close personal supervision of their subordinates' efforts, will 100% sales efficiency be realized.

Dr. Charters drew much applause when he concluded his speech with the statements that although our store was old in years—its age is really measured by its visionary outlook, and according to the speaker, "The Big Store" is still in the bloom of youth.

A very well delivered and fitting speech, that merited the applause with which it was received.

Joe Meyers minus his A. D. T. uniform then took up the speaker's burden and shouldered it manfully—keeping his audience in intermittent fits of laughter with the captivating charm of his ready wit and humorous allusions to the remarks of the previous speakers.

Then he abruptly grew serious and wound up with an urge for closer relations between the executives and their underlings—putting across his

arguments with an eloquence that revealed a sympathetic understanding of the rank and file's sentiments.

At the conclusion of his speech, Mr. Meyers was presented with a brown derby by Mr. Abbott and he strutted away with the new sky-piece jauntily resting on his head

Mr. Silverstein then introduced Mr. Abbott as "Budget" Abbott—giving as a reason for the "moniker" the fact that he does everything by the budget system.

Mr. Abbott's clear and concise thoughts, expressed in brief, clipped sentences affirmed the fitness of the nickname—his very thoughts seem to be products of a "budget" brain.

He spoke of the wonderful reputation our store enjoys, the pleasure that should be derived from the association with such a store and concluded by exhorting all executives, especially the buyers, to give their best in cooperation in order to make our Fifty-First Anniversary the greatest in the history of the store.

After Mr. Abbott had finished his speech, Mr. Silverstein arose and called upon all who intended to make the Fifty-First Anniversary the greatest in the store's history—to signify their promise to do so by standing.

Of one accord, the entire assemblage arose, and after the promise had been given, they returned to their seats to await the speech of our president.

Mr. Mundheim opened his address with the following words, "A promise is a debt which has to be paid," after which he reminded the executives that he fully expected their pledge to be fulfilled.

Our president then spoke of the necessity of educating the salespeople in order to promote the efficiency of our service and all were asked to take greater pains in securing the amity of their subordinates.

The executives were told that their characters were reflective upon the character of our store, and were exhorted to work hand in hand with the salespeople to put our Anniversary Sale across.

Mr. Mundheim then disclosed the lengthy plans that are being made for the enlargement of our store and the extension of its service; concluding his speech, with a request for 100% co-operation during and after the month of June.

After Mr. Mundheim's speech, motion pictures of our Golden Anniversary were shown in the Auditorium, a fitting conclusion to such an inspiring, "Peppery" meeting.

—W. J. D.

"PEP" MEETING FOR SALESPEOPLE

On Thursday, May 25th, the salespeople of the entire store were feted at a banquet given by the firm for the purpose of securing united cooperation during the Second Annual Courtesy and Interest Campaign.

During the dinner, which was served in the Eleventh Floor Dining Room, parodies upon popular airs were sung by the employees—the music being furnished by "The Big Store" Orchestra. At the completion of the banquet, the entire body assembled in the Auditorium where a regular "Pep" meeting was conducted—Joe Meyers acting as chairman.

With a quaintly humorous introduction, our popular chairman announced the first feature of the evening, a farcial playlet entitled, "All In A Day's Work. The acting was very commendable and the entire cast deserves praise for the realistic, humorous manner in which they presented the farce.

After the playlet was finished and duly applauded, Joe again usurped the stage, explaining his action by announcing that the next speaker was not scheduled to start his speech for some time. In the meantime, according to our punster, some one had to do the entertaining.

No better entertainer could have been chosen! However he keeps his memory replete with jokes is beyond my comprehension—I can't understand it. I am of the firm belief that the radio fans of this vicinity certainly missed a treat when Joe neglected to aim his jokes at the transmitter that was on the stage for the express purpose of broadcasting Dr. Conwell's speech.

Wending his way from Irish to Jewish stories, he plied merry quips and provoked great merriment until the scheduled time of Dr. Conwell's lecture. The best compliment I can pay Mr. Meyers after hearing such jokes as he told, is that the Irish race would be proud to claim him as one of its own.

A great ovation was accorded Dr. Conwell when the famous lecturer was introduced to his audience as the President and founder of the Temple University.

One really is in need of a vocabulary of Shakespearean proportions to attempt a full description of a lecture such as "Acres of Diamonds."—It is a lecture that must be heard to be appreciated, one that has lived for years and will live for years to come.

In the early part of his address, Dr. Conwell told the story that has inspired the famous lecture—a very interesting anecdote with a well defined moral that will linger long in one's memory. He illustrated in various ways that "the foundation principle of business, the foundation principle of Godliness itself—is Service." Service that merits its own reward—the love of our neighbor and attention to his wants.

The famed orator then impressed his auditors with the multitude of good deeds and deeds of kindness that our store must have done in its 51 years of Service—attributing the phenomenal growth and success of "The Big Store" to this fact. He spoke of the self confidence that is so lacking in the chronic complainers who bewail the fact that they are poor—condensing his point into this epigram, "A man gets just about what he is worth."

"To live and to help live is the ideal of Life," said Dr. Conwell in exhorting our firm to stand honorably upon its principle of fair profit, in order to do justice to itself and the customer.

The eminent lecturer lamented the fact that only the lack of self confidence keeps genius hidden and individuals poor—a blindness to the advances of Opportunity that denies wealth to the worker. He gave several brief biographical sketches of millionaires who have gained their immense wealth from humble beginnings and asserted that everyone present had a similar chance for Fame and Wealth if they would but realize it.

In closing his lecture, Dr. Conwell aptly summed up the gist of his talk with the following quotation: "He most lives who thinks most, who feels noblest and who acts the best."

The fire and enthusiasm that characterized the venerable doctor's address seemed to have enkindled his audience. A new light shone from

hitherto listless eyes—shallow laughter changed abruptly into resolute looks as everyone strained to catch every word from the speaker's lips.

The vigorous personality of the man himself was omnipresent in every syllable that he spoke—forceful, resonant tones that seemed to grasp your mind with a tenacious clutch and sear their way into your memory.

At the conclusion of the address, the throng gave a mighty and thunderous acclamation to Dr. Conwell and vented their gratefulness for some time after he had left the stage.

Motion pictures of the Golden Anniversary were then shown, bringing to a close a most perfect evening for the employees—enjoyable, profitable and educational—the best treat the firm has ever given us.

Among the guests of honor who were present were:

Mr. and Mrs. Samuel Mundheim
Mr. Louis Silverstein
Mr. David Braunstein
Mr. and Mrs. Sol Abbott
Mr. B. L. Traub
Mr. and Mrs. O. M. Kaufmann
Mr. J. H. Green
Mr. O. C. Lawlor
Mr. and Mrs. Joe Meyers
Mr. McGhee
Mr. Boyce

"PEP" MEETING FOR OFFICE FELLOW WORKERS

Friday, May 26th, 1922

We'll leave the dinner part out of this—everybody knows that it was enjoyable.

Mr. E. R. Clarkson gave the introductory speech, explaining the purpose of the meeting and urging co-operation among the various departments. At the conclusion of Mr. Clarkson's speech, the orchestra entertained with Mary O'Donnell's parody upon "I'm Forever Blowing Bubbles."

Then four of our Four Minute speakers gave brief speeches on various Anniversary topics—real, live, heart-to-heart talks that carried the germ of Enthusiasm to their listeners. The first quartet of speakers was composed of Miss Foley, Mr. Hanlan, Mr. Byers and Mr. Braunstein.

Then came that masterpiece of dramatic art—"A Dream In the Adjustment Office"—that gem of humor and irony that so enlivened our evening. After the playlet, the orchestra again obliged with some songs, following which, the next quartet of Four Minute speakers—Miss Dwyer, Joe Meyers, Mrs. DeCourcy and Dr. W. W. Charters, did the entertaining.

A terrible scare was thrown into the assemblage when a bluecoat marched up the aisle and took Joe Meyers from the stage presumably to the station, for an alleged violation of a traffic rule. The fake arrest went over big, besides, it was the best way to get Joe off the stage as he was in fine form that night.

Mr. Mundheim wound up the evening with one of his characteristic intimate speeches upon the store, its plans and its ideals. His speech was greatly appreciated by the audience—especially his subtle humor and gentle, ironic remarks about the statements of previous speakers.

Some meeting—so say we all of us!

"PEP" MEETING

Saturday May 27th, 1922

I certainly appreciate these "Pep" meetings. Since the start of the Courtesy and Interest Campaign, I have had my fill of "Pep" and foodstuffs every evening—my vest doesn't fit me any more.

This meeting started, as did all the others, with an appetizing banquet in the Dining Room, from whence the guests moved into the Auditorium to absorb their quota of "Pep."

Mr. Lawlor acted as chairman of this meeting, making the opening speech and introducing in turn, each of the various speakers. In his initial address, he spoke of the firm's gratification at the enthusiasm displayed in the meetings, concluding his remarks with the request that all the co-workers assembled there, give their utmost in an endeavor to put our Anniversary Sale across. Very brief—but forcible.

A spasm of "Wabash Blues" helped us while away the interval before the next speech—"The Big Store" Orchestra certainly had the necessary "Pep" on that night.

Mr. C. J. Hanlan was the next speaker, essaying a talk upon "Service That Will Be Appreciated," and furnishing letters of appreciation to illustrate his speech. This address certainly made a big hit with the followers of Mr. Freeman.

Mr. Silverstein then ascended the stage and made a brief, enthusiastic address upon the importance of each individual in "The Big Store." Great stuff!

Then came the surprise of the evening!! Mr. Lawlor introduced Mr. Hauser as an ex-clergyman to the audience! Mr. Hauser started his address by giving reminiscences of his early profession and his first experience in "The Big Store." He spoke of the democracy of our store and the close relations that exist between employee and executive.—(even as he was speaking we noticed Mr. O. M. Kaufmann chatting with some if the liveliest of the Garage gang, while Mr. Mundheim was parked beside one of the cashiers.)

Mr. Hauser made a very stirring and inspiring speech, and was rewarded by thunderous applause.

The life of the party seemed to be centered in that group of hustlers from the Forbes Street Garage—some of their impromptu witticisms causing much laughter among those who were within earshot.

After the completion of Mr. Hauser's address, a very clever playlet entitled, "A Dream In the Adjustment Office" was given by a few of our employees—an amusing farce that was very well received.

Mr. Rosenthal, our Millinery buyer, gave a very interesting discourse upon Opportunity and the proper method of grasping it—advising all to go and seek rather than await the mythical knock of the elusive maiden. Very appropriate!

Dr. Charters was then introduced by our popular chairman, the doctor contributing a fine talk upon "Sell Yourself" in which he spoke of the requisites of a true salesperson and also discussed the best methods of self-improvement. This talk was very well received by the audience.

The next speaker, Mr. Tibbets, certainly had lots of friends in the crowd—he was greeted

with a vociferous applause from the time his name was announced until he started to speak. He read an article from the "Success" magazine that explained in automobilist talk, the manner of visualizing our work. This was a lingo that was best comprehended by the Garage gang and they showed their appreciation by cheers, whistles and great applause at the conclusion of the speech.

Notwithstanding the fact that there is no more prominent person in the store, the formality of an introduction was carried through even in the case of our president, Mr. Mundheim and he established a new precedent by his refusal to mount the stage, asserting that "only the good looking men go up there."

Mr. Mundheim started with a series of humorous references to the remarks of previous speakers and soon had his audience in a receptive mood with his pert remarks and whimsical humor. However, after he had pulled a few jokes, he settled down to serious business and gave a real, heart-to-heart talk upon the reward of industry.

By way of illustrating his point, Mr. Mundheim cited his own case as an example of self-accomplishment and asked that all of the employees devote as much energy and time to their work as he, our president, does. With an urgent request for the hearty co-operation of all the employees, and their whole-hearted support of the firm during the Anniversary Sale, Mr. Mundheim brought his speech to a close—amid the deafening roar of applause that acclaimed his remarks.

Motion pictures of our Golden Anniversary Sale were then thrown on the screen, after which the employees vacated the Auditorium for their homes.

THE VALUE OF LOYALTY

The longer I live, the more I value loyalty.

When I was young I had the silly notion that loyalty meant being obedient to someone else.

In those blundering days of youth, I thought that the greatest thing was independence.

Today, after many hard lessons, I know that loyalty—sympathetic, intelligent loyalty, is one of the most valuable virtues that a man can have.

Unless you are loyal to others, no one will be loyal to you.

If you are an employer, you must be loyal to your workers.

If you are a worker, you must be loyal to your employer.

No success—no lasting success, can come to any firm unless there is loyalty on both sides.—Herbert N. Casson.

BUD OR FLOWER?

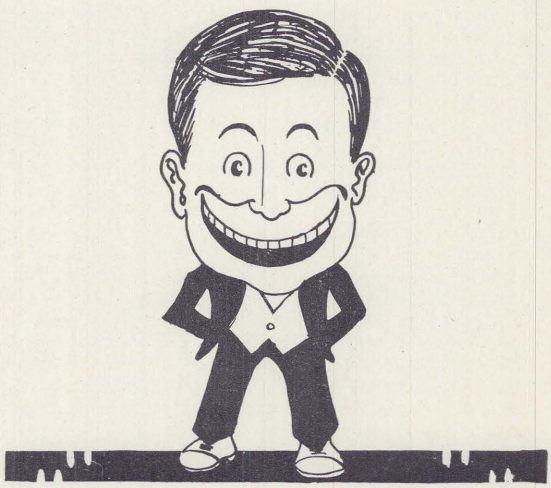
Not every bud becomes a flower,
Not every bird sings sweetly as a lark,
And the swift arrow, shot with certain power
May cleave the air, and fail to reach the mark.

So we must struggle on, and never be;
Dismayed, disheartened at ambition crossed,
Our work wrought out in patience silently,
Is worth to anyone whate'er it cost.

—Selected.

WITH APOLOGIES TO K. C. B.

DEAR FOLKS:
* * *
SOME PEOPLE SAY.
* * *
INDOOR WORK IS
* * *
TOO EXACTING to.
* * *
BE HEALTHFUL.
* * *
I USED to believe.
* * *
SUCH STUFF myself.
* * *
UNTIL LAST month.
* * *
WHEN I gained.
* * *
TEN POUNDS of flesh.
* * *
AND I had worked.
* * *
HARDER THAN ever before.
* * *
YOU SEE there was.
* * *
A BANQUET every night.
* * *
AND I was invited.
* * *
EACH TIME.
* * *
NOT BECAUSE I am.
* * *
AN IMPORTANT character.
* * *
BUT BECAUSE they.
* * *
WANTED PUBLICITY in.
* * *
"THE STORAGRAM".
* * *
SO YOU see.
* * *
I LIKE my job.
* * *
(ESPECIALLY when.
* * *
ROAST BEEF is on.
* * *
THE MENU).
* * *
AND I think.
* * *
YOU'LL KNOW why.
* * *
MY PARENTS want.
* * *
MY KID brother.
* * *
TO WORK for.
* * *
"THE BIG STORE."
* * *
WHEN HE gets.
* * *
OLD ENOUGH to appreciate.
* * *
ROAST BEEF!
* * *
I THANK YOU.



W. J. D.

The fellow worth-while works hard, plays hard, and takes a healthy interest in the world at large.

THOUGHTS WHILE STROLLING 'ROUND THE STORE

By The Store Reporter

What a wonderful force is Enthusiasm! One cannot help but marvel at the guiding spirit that is the impulse of our host of salespeople—the enthusiasm that spurs such endeavor.

It is a hot, sultry day outside. The air is still and close, while the rays of the sun are beating relentlessly down upon the sweltering city. Inside the store the air is cooler and sweeter, the surroundings spotless; but Nature cannot be wholly outdone—even in here a tinge of inertia is felt as the result of the heat.

It is not without effort that the salespeople keep their spirits at highest ebb and their work at topmost pitch. Let me repeat: "What a wonderful force is Enthusiasm!"

Sorry to have disturbed you folks with such a soliloquy—but I felt the urge and really had to get rid of it. On my way to the

Basement—"Oh, what is so rare as a day in June?" Mr. Braunstein wandering about mopping his forehead with his handkerchief. He looks uncomfortable.

And Mrs. Solomon, the winner of the Suggestion Contest, is volubly explaining this and that to Mr. Starr. I can hear Keller but I can't see him. It sounds as though he's in an argument. As that is nothing unusual I needn't investigate further.

Green of the Men's Clothing is as busy as a short change expert at a circus. You'd think the Basement was outfitting the American Legion to judge by the number of customers here. Finn is steering traffic in J Base department—and having a hot time of it. He needs a "Stop and Go" sign, or a cop's whistle.

Cohen is in conference with Dimmel about some of those canvas shoes, I suppose. And Mr. Schwartz is "beefing" Harry Mates about something or other. Up the steps to the

First Floor—To the uninitiated a crowd like this must be a fearsome sight. A noisy, milling throng pushing up and down the stairs. There's some of Hurd's handiwork on the pillars—clusters of American Beauty roses that lend an Anniversary atmosphere to the whole Main Floor.

Bill Vance is standing near the Victrola Record counter, all decked out in a frock coat. Terry, Macks and Schuellerman are running true to form—there's hardly a complaint about our elevator service.

My. the Soda Fountain does look inviting! Guess I'll get a "coke." Wish O'Brien were here—I'd make him buy, he's overdue.

Mr. McGhee doesn't mind the heat a bit, he looks as fresh as a daisy. That must be the Scotch (?) in him.

Rosenberg sold me a bum hat so I'll even things up by exposing him. The darn thing looks so much like straw that I'm afraid to wear it near a horse. (I bought it because it had a very pretty trade-mark.)

There's Mr. Traub near the Service Desk. He noticed me and started away in the other direction. Must think I'm broke again.

Paley has a satisfied grin on his face—one of those "better-than-last-year's-business" expansive smiles. Why shouldn't his sales increase? There's more tonnage of war paint used by the women of today than ever before. Thank the flapper, Paley!

This crowd bothers me, so I think I'll trot along to the Escalator and the

Second Floor—I'll visit Wolfberg and let him make some funny crack about the way I wear my "chapeaux"—he seems to enjoy doing this. I never see him with his hat on—he's so vain about his hair.

He's handing me a sob story and showing me the soles of his shoes, which he claims were worn out running from one side of the department to the other. Sounds fishy, old top—I think it's due to your efforts to escape collectors.

Nobody to chin with in the Boys' Clothing, they're all too busy. To the Sporting Goods we shall go. I met Noss on the First Floor so I suppose he's still there. Wonder where Elmer Kaufmann is? Oh, I see him. Over in the corner talking shop to one of his salesmen.

Wesol seems to like his new job—at any rate, he has no complaint to make. Ankor is selling some beginner a set of golf clubs. A direct result of that folder, I'll bet. Wonder who hid Traub's hat at the Anniversary Ball?

Dr. Lyons is having a confab with Gallagher of the Trunk Dep't. Getting ready for his vacation, I guess.

Archie Greiner is coming from his office with his industrious assistants bringing up in the rear. I think he ought to put masks on them when he sends them in the windows. The girls outside line up in front of the windows and block the traffic whenever they see our handsome decorative experts at work. That'll never do. Again on the Escalator, bound for the

Third Floor—Wolk is chatting with some young lady. Three's a crowd, so I'll move along. Heyman and Odenheimer are also "chewing the rag"—(that's Wylie Ave. for "talking").

I certainly miss Mr. Kuehn—he always had some live news matter for me on my monthly excursion.

Mr. Rosenthal is readjusting some hats on a table. He has a nice part in his hair, hasn't he? Miss Estep and Miss Stephenson walking arm in arm down the aisle.

Fourth Floor—There's Joe Meyers with a friend—or maybe it is some vaudeville manager making a bid.

Attractive salesgirls up here. I hope they'll like my tie. Mr. Boston is talking to one of Miss Dwyer's proteges—converting her to the Irish cause, I guess.

And there's Mr. Kneafsey wearing an Anniversary smile, too. That seems to be quite the thing among the buyers during this month of roses.

Mr. Schwartz must have the wanderlust today. This is the second time within a half-hour that I've seen him—and on different floors. He has queer ideas about good advertising—and good editing.

I'd like to take a peep in the Beauty Parlor but I'm afraid they'll make a regular customer out of me. I'll wait until I'm invited. Some wait, eh? Enough of this, I'll move along to the

Fifth Floor—Mr. Silverstein is examining a small hearth rug. Notice the Palm Beach outfit? They're all the style in McKees Rocks, I hear.

Mr. Aldrich is escorting a customer around his department with the genial air of a true host. Lots to talk about up here. Have you ever seen Hollenbeck in a hurry? Notice the speed of him. He's a menace to store traffic when he gets going in high gear.

Just met Mr. Hoerster and he spilled a good one at his own expense— one that was pulled by one of his hirelings. Can't waste any more time here. Better hustle along to the

Sixth Floor—"The Big Three," Smith, Linder Stanton—all at their desks. How unusual! Mr. Smith's talk on "Pep" was certainly a revelation to me—he's a regular Billy Sunday when it comes to action.

The Summer furniture looks nice—and there's lots of people noticing this fact. I'm sorry that both my time and ability are so limited; I'd like to say more but cannot.....so I'll step along to the

Seventh Floor—I see Mr. Flynn is in his regular location, leaning against the Service Desk. Won't bother him today. I'll ramble along. There's Limmer using the phone—that queers another chance for a chat.

Not much action in the Radio Room. KDKA must have gone on a vacation. They ought to get Mr. Abbott down here—he makes 'em talk.

Think I'll cut my jourey short this month. I'll make my last stop on the

Eighth Floor—Miss McKenzie and Miss Quinn are in earnest conference—probably about that Dancing Class. Mr. O. M. Kaufmann and Marshall Mundheim at a desk in the Employment Bureau.

I'll go back and visit Miss Dwyer and her girls. I hope they're over their scare. That surely was fun—to see them screaming while a rat played tag with the porter, who was tickling it with a frail yard-stick.

Miss Flynn and Mary Adler are boasting of their recent loss in poundage. That Reducing Class is the subject of a lot of humor around here. I'll ask them to let Hooper or Kennedy make some cartoons for the "Storagram."

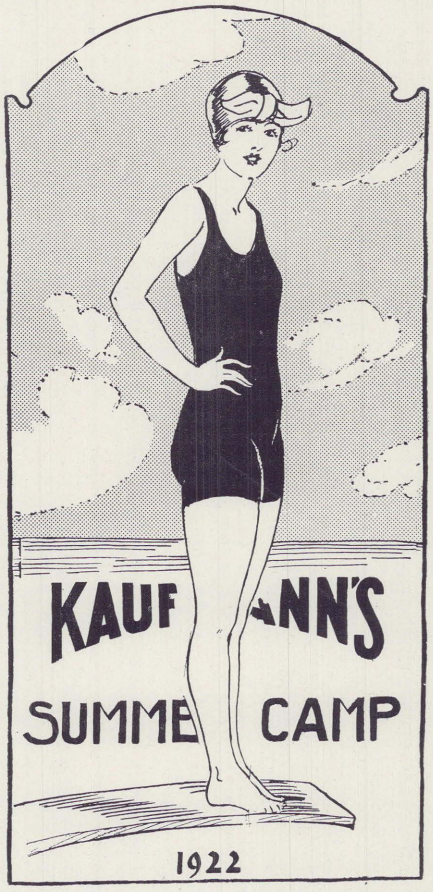
Miss Snyder has a vase full of roses in her office. 'Atta way, Miss Snyder, "A thing of beauty is a joy forever."

Mr. Adams is fighting the heat by discarding his coat. They all work hard in the Advertising office.

Well, I'm sorry I can't go up to the other floors—I've got to work like the Dickens to get this issue out on time. I'll have more dope the next time—at least, I hope I will.

Till next month, ADIOS,

W. J. D.



Remember last year ?

DUMB ROMANCE

They strolled in the twilight together,
The heavens were blossomed with stars,
She paused a moment in silence,
As he lowered for her the bars.

She cast her soft eyes upon him
But he spoke no loving vow,
For he was a rustic laddie——
And she was a Jersey cow.

He: "Why don't you make bread like my mother used to make?"

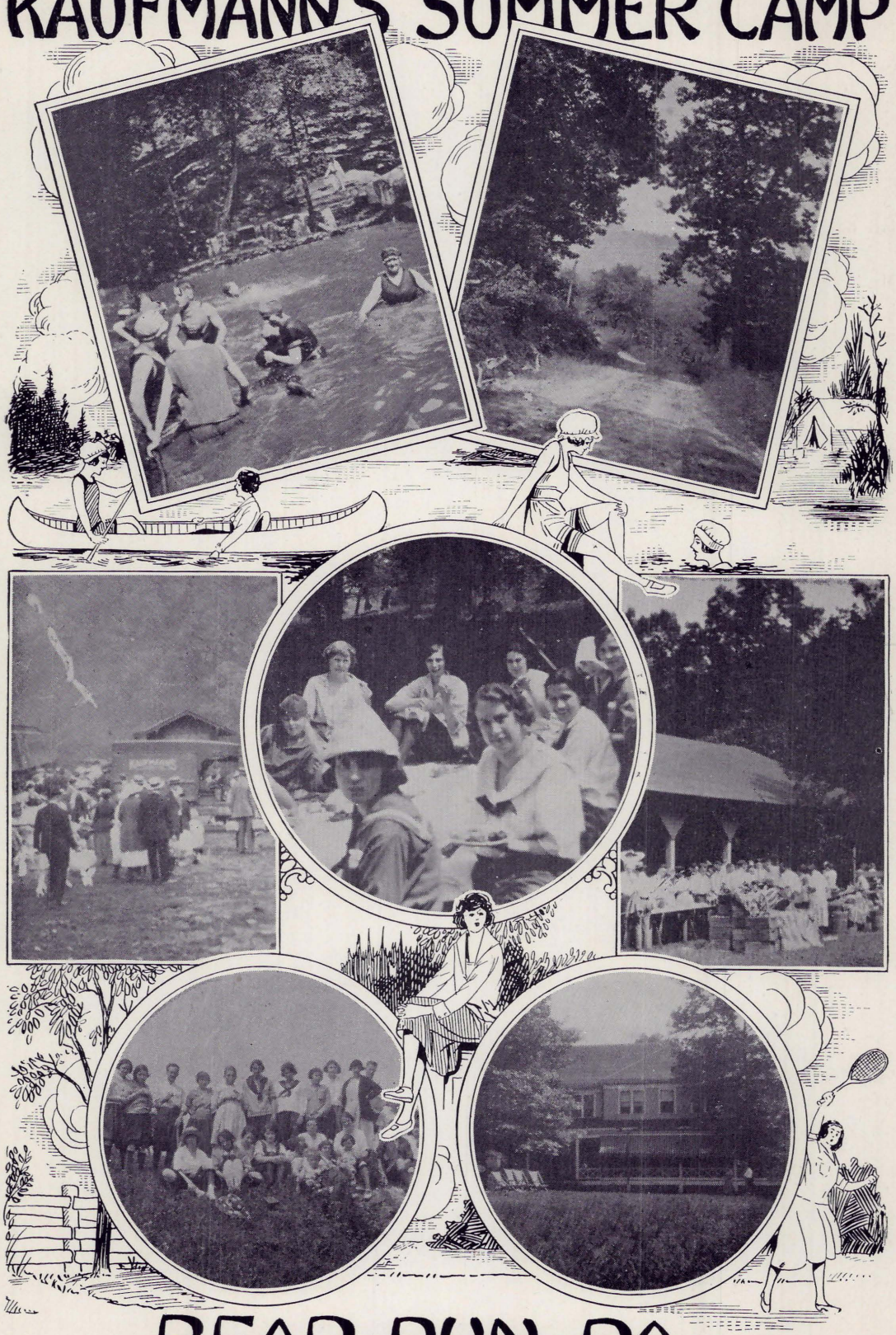
She: Why don't you make the dough my father used to make?"

Orator: "I want reform! I want reform! I want reform! I want labor reform! I want government reform! I want———."

(Voice in crowd)—"Chloroform!"

We have seen the horse fly
There is no harm confessing:
But never have we witnessed,
The fruit salad dressing.

KAUFMANN'S SUMMER CAMP



BEAR RUN PA.

DELIVERY FORCE

OUR DELIVERY MEN

Very few people realize that it takes more than one man to actually deliver a package. In the first place there is the chauffeur, he must be at least 21 years of age and must possess a very good knowledge of how to drive a car. Furthermore his character must be such that he can pass rigorous scrutiny of the Bonding Company, he must possess both these qualifications before "The Big Store" would employ him. It is needless to say, of course, that he must have a first class knowledge of the streets of what ever district he may be chosen to deliver. He must have the gift of deciphering addresses that have been written incorrectly. He must be courteous to the highest possible degree no matter how trying his day's work may turn out to be—and, above all things, he must deliver his load.

The Chauffeur is always assisted by a helper, somewhat younger than himself. The helper must have the very best possible street knowledge on the route he helps to deliver.

The Chauffeur is entirely responsible for the safe, speedy and courteous delivery of the merchandise entrusted to him. He has absolute control of the helper.

The above qualifications seems rather severe. As a matter of fact they are, but it is the policy of "The Big Store" to deliver by means of the highest possible type of man obtainable. And "The Big Store" feels that the type of man delivering the merchandise to the customer, approximates quite a bit to the high ideals of the store.

MR. KEOUGH.

CHARLES BRANDMAN
IN
"BOOT AND SHOE RECORD"

The sun is shining right around the corner. The fact still remains that 75 per cent of your pleasure must come out of your business inasmuch as 75 per cent of your time is devoted to it. Accept this fact and wisdom will prompt you to get all the fun you can out of your business. Trade is good and will continue to be good. Salesmanship is nothing more or less than the ability to tell the truth convincingly.

OF "THE BIG STORE"

WANT A RAISE?

There was a chap named Smithers who rose in the great world of commerce to the exalted position of assistant bookkeeper. He made this progress in just eleven years, by doing just what he was paid to do, and not one mite more.

Smithers was a consistent chap, and this idea of "getting-before-you-give" had become a habit with him.

One Sunday, Smithers went down cellar to feed the furnace. He decided to dicker with it, just as he dickered with the boss, so he opened the door, got a shovel of coal, and said to the furnace:

"Now you give me some heat, then I'll give you this coal."

The poor dub froze to death!

He didn't know that the first law of nature requires that you give before you get. Seeds must be planted before the harvest. If we want more money, we must first give a heaping measure of service for our present salary.

If we want a raise, we'll never get it by following the Smithers plan. We will get more money only by doing more than we are paid to do. There are no crop failures in the field of service. Your boss doesn't determine your salary. You do!—Roger W. Babson.

SAFE DRIVERS

It is with gratification that we receive the knowledge that **all** of our delivery chauffeurs are full-fledged members of the Safe Drivers Club of Pittsburgh and possess certificates attesting to their careful driving.

Membership in the Safe Drivers Club requires the completion of a one year course, given under the auspices of the Western Pennsylvania Division of the National Safety Council.

We feel reasonably proud of this achievement of our drivers and take this occasion to extend to them our heartiest congratulations.

In the past, our chauffeurs have not had much publicity in the "Storagram" but we will endeavor to atone for this by keeping in closer touch with them and giving more publicity to their activities.

Ambiguous

A clergyman about to enter a bus noticed a gentleman seated in the corner and who had celebrated rather too well.

"Do you allow drunkards in your bus?" he asked the conductor.

"Well, not as a rule," said the conductor, "but slip in quietly."

INTERIOR DISPLAY

I had always been under the impression that Interior Display was a very ordinary profession, requiring a taste for proper arrangement, little time and less endeavor. Secretly, I envied Mr. Wright his job and wondered if some sort of a transfer could be effected, by which I might occupy my time in the Decorating game.

Thanks to my lucky star, my thoughts did not take the form of actions! You ask why? Well, I'll tell you.

One day, about a month ago, I happened to meet Mr. Wright returning from his lunch, (somehow he always finds time to eat), and I stopped for a chat with him. After the usual remarks about the weather, Babe Ruth's suspension and Joe Meyer's new tie, we started to converse about our work and Wright inadvertently made a remark about the soft job a scrivener enjoys.

That started the verbal battle which was waged for about five minutes, ending only when my worthy opponent offered to let me witness him in action that afternoon.

Thinking I was in for a good laugh, I assented and Wright immediately became galvanized into action, hustling me to his office in such a hasty manner that my breath was taken away

Upon entering his low-ceilinged hovel of an office, Wright strutted to the desk, picked a memo pad from its top, gave it a hasty glance and passed it to me while he reached for the phone and called a number. "Paley wants to know if you can rush down and trim his showcases", "Traub wants to know if you have the monthly posters ready," "Call Mr. Brauenstein at once"—and innumerable other notes of the same order were jotted on the pad.

During my perusal of the jottings on the pad, Wright was fairly burning up the wires answering this, asking that and promising everything, in an effort to appease the impatient ones. Finishing his telephonic conversation, our Interior Decorator started on the run for the First Floor with yours truly tagging at his heels.

Arriving there he rushed from one case to another giving directions. changing this and examining that until I was so exhausted I could barely respond to his scornful war-cry—"Hurry along there!"

Although I'm a good sport, I know when I've got enough—and I certainly was outclassed as a Marathoner. I hauled in my colors with a breathless gasp and acknowledged defeat although it was bitter gall to do so. Joe Organ is my ideal of an interviewer for our elongated, tireless Interior Decorator.

Since that time I have obtained some very useful information about Interior Display from Mr. Wright and others in a position to know whereof they speak.

It is an art that requires the artistic conception of color and harmonious arrangement of an accomplished artist together with the creative talent of a skilled designer. Decorating is coming to the fore as a prominent factor in the essential advertising of a store and we, of "The Big Store" may well rejoice that our Decorating Department is one of acknowledged worth and thoroughly modern in its methods.

"I'VE LOST MY JOB"

"Well, sir I've lost that job at last. No more I'll stagger down to beat the cold, gray dawn to work and face the boss' frown; some other chap will answer bells and sweep the factory floor and punch the time-clock in the spot where I shall punch no more. Some other guy will do my work and draw my skimpy pay—I've lost my job, at last, my friend, I'm getting through to day.

"What's that you say? Surprised to see I'm not depressed and sad? Why, friend, I'd like to shout and sing. I'm feeling so blamed glad. I though I'd never lose that job—for two long years I've tried, and all the time I stuck right there as though my feet were tied. I've done my best—I've sat up nights—I've hustled through the days; I've schemed and slaved to shake that job a dozen different ways. Some fellows seem to do the trick as easy as can be—their jobs don't seem to stick to them the way mine stuck to me. The way I tried to lose that place—I'd beat the clock a mile; I'd simply eat up extra work, and do it with a smile; I cut the gossip parties out; I didn't have to smoke a dozen cigarettes per day; I had no time to joke. I strained my mind to learn the game till I could understand the reason for the things I did—I worked to beat the band. And yet that job just stuck to me as if I'd rolled in glue—and now I've lost it—say, my friend, do I look very blue?

"A foolish way to lose a job? Why didn't I just quit? That question shows you overlooked the biggest part of it. A fool can leap right overboard if he don't like the boat; but if he hasn't learned to swim, how long will that guy float? Most anyone can take a leap, but when I start to jump I want to know beforehand how hard I'm due to bump. No, sir; the way to lose a job is doing what I've done—you see the firm's just handed me a whole lot better one!"—The Nationalite.

A BRIGHT REMARK

"What would you do if I turned you down?" she asked shyly, as they sat on the parlor sofa.

The young man looked straight ahead, but said nothing. After a few moments of silence she nudged him with her elbow and said: "Didn't you hear my question?"

He looked around apprehensively. "I beg your pardon," he replied, "I thought you were addressing the gas."

EVER HEAR THIS?

The wheat was shocked,
The beet turned red
The corn pricked up its ears
The mockers mocked,
The mint was crushed
The onion moved to tears.
Tater's eyes ope'd in surprise
The tickle grass was tickled
The cause of all, (you may surmise)
The cucumber was pickled.

No matter how tough the salesman feels inside—he doesn't let the customer see it outside. He's courteous—aggressive—tenacious!

The Salesmanager—What and Why?

"YOUR TEETH"

By Rea Proctor McGee, D.D.S., M.D., Editor "Oral Hygiene."

Preparedness

Only a fool would want another war. The greatest tragedy of war is that war kills the wrong people.

When the day does come, though, we must have the vigor and energy to do our part. No less must we have the energy and vigor to do our part in times of peace. Peace is a war of commercial competition for the markets of the world.

If we are to do our part every citizen must be able to do his share of the work, no matter what that share may be. We must have nourishment. How can any one be properly nourished on soup?

Whenever you lose your power to masticate you become a "souper." The earlier you lose the power to masticate your food, the sooner your physical and mental development will stop. With all of our high ideals, all of our advancement, all of our science we still face the stern necessity of eating three meals each day.

All of the millions of people in this world must think first of their food supply. We are anchored to the kitchen.

Why not get the fullest benefit of our food? Take care of your children's teeth and of your own teeth so that the vitamines that hold the secret power of nourishment may be extracted from the food and do their full duty.

In the last analysis, a war is just a fight between two sets of people; one set wishes to take the others food away from them.

When we neglect our teeth we bring down on our own heads the penalty that a victorious enemy would inflict, we deprive ourselves of the full benefit of our food.

(Copyright, 1921, by Rea Proctor McGee.)

"A DREAM IN THE ADJUSTMENT OFFICE"

This humorous playlet was given at several of the "Pep" Meetings by the employees—under the able direction of Miss Hempstead of the Training Division and Miss Boyenton of Carnegie Tech, and certainly made a big hit with its audiences.

The cast of characters included Joseph Bruckmiller, Samuel Mandell, the Misses Shirley Siegle, Anne Holleran, Marie Flynn, Mary Adler, Laura Atkins, Catherine Toler and Mrs. Snyder.

Each character portrayal was admirably made and the players certainly deserve praise for the finesse of their efforts.

ARE YOU HELPING YOUR CHILD

Your child's usefulness, happiness and success in life is dependent largely upon the care you give it, the watchfulness you keep over it and the intelligence with which you guide it.

You are responsible to a great degree for the actions of its future, be they for good or bad. A child forms its habits from what it sees and the habits become a permanent part of its whole life.

If a child sees clearly he or she will think clearly. The eye is the mirror of the brain and if each image that the eye reflects on the brain is in proper perspective, the impression made and concepts received will be correct. But, if the vision is defective the impressions made and concepts received will be defective and thoughts and opinions expressed will be distorted.

This is not only true of a child it is true also of older people. The World War proved that about 29 percent of the young manhood of the nation between the ages of 21 and 31 years were suffering from defective vision.

The only way to correct this alarming condition is to adapt corrective treatment early in life. It is the mission of the Eye Sight Conservation Council of America, with headquarters in New York City, to acquaint the public with the great need for better vision.

The clarion call for eye sight conservation must ring through the length and breadth of our land. The responsibility must be placed and the evil corrected. Educators who are moulding the lives of our nation's manhood and womanhood are doing their utmost to make the future generations a better people, physically, but they must have the cooperation of parents.

Father! Mother! Are you doing what you can? Are you helping your child? Are you watching over it and guiding it intelligently?

From the Eye Sight Conservation Council of America, Times Building, New York City.

Teacher: "Johnny, I am tempted to keep you in after school."

Johnny: "Yield not to temptation, teacher."

LOST

Past Matron's Eastern Star Jewel

Mrs. Cashdollar, Advertising Office is patiently waiting for the girl who found her jewel in the Employees' Wash Room. Eighth Floor—to communicate with her.

This pin represents years of work in the Eastern Star and has a value to the owner that no money can replace.—Liberal reward.

It is with an inordinate pride that we publish the following letter of acknowledgment, written by Dr. Russell H. Conwell, the great lecturer and president of Temple University, shortly after his visit to "The Big Store."

The Temple University

PHILADELPHIA, PA.

May 29, 1922.

To the Managers of Kaufmann's "The Big Store":

I gratefully acknowledge the kind hospitality which was shown me on my recent visit to your Institution. It was a rare opportunity to get into the heart-spirit of the great mercantile plant, and see the great moral motive which gives the life which permeates all the varied activities of your corporation. To recognize so clearly the threefold purpose of the founder; so smoothly adjusted in the perplexing haste of a mightly business, was a delight to an American citizen. To maintain a fair and unquestioned balance between the duty to the people, the duty to the employes, and the duty to the capital invested, is seldom so openly and so honestly done. Usually, I hear that the owners of a great mercantile or manufacturing concern, over-emphasize the need of feeding and clothing the people, or are too indulgent to their employes, or are too selfish in their determination to seize the most of the profit for themselves. To be honest with the public, with his clerks and managers, and squarely honest with himself, was Isaac Kaufmann's announced purpose stated fifty years ago. So persistently and so openly has that idea been insisted upon, that "The Big Store" naturally grew into its present sublime proportions.

The great success of your endeavor has been a great deed to all the patrons, workers and stockholders. The achievements of such an example must work out unmeasured good. Well balanced good sense and an altruistic heart have won a business victory startlingly helpful to the whole nation. It was good to have a view of the motive-power which pressed into action all the bewildering complications of such a great mercantile enterprise.

With the best wish for your success, and fraternal greetings for yourself.

RUSSELL H. CONWELL.

The Storagram

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WILLIAM VAN ARSDALE, *Artist*

June 1922

THE ROMANCE OF "THE BIG STORE"

Beneath the surface of cold facts that surrounds the outline of our store's history, there lies a subtle thread of Romance, woven into the existence of the store since its founding. Not the romance of love and conquest that has played such a prominent part of the histories of great empires, nor yet the idealism that lies beneath the surface of our own great republic's history—but the romantic pulse of Ambition that has throbbed its inspiring way through 51 years of zealous Service.

Ours is a Romance that has lived through the lives of our founders only to become merged into an integral part of our present organization—a survival of the sentiment that guided our foundation.

Four youths, lately arrived from the Fatherland, and with the fires of Ambition burning fiercely in their breasts, by their farsighted vision and honesty of principle moulded this colossal merchandising center from nothing more tangible than Ambition itself—a feat that will not suffer in comparison with the accomplishments of the great Roman triumvirate, Caesar, Crassus and Pompey.

The rulers of the Roman Empire had an established government, a conquering people and unlimited funds to finance the invasions that aided materially in Rome's growth to the most powerful nation on Earth. The Kaufmann brothers—Isaac, Jacob, Morris and Henry, had for their foundation a few dollars, a sparce widely scattered patronage and their own unlimited ambition.

The historical importance of Rome's ascendency to power and the rise of "The Big Store" from such an unpretentious origin, is beyond comparison, nevertheless the proportionate difference of both feats deserves consideration—and the accomplishments of both projects merit the unequivocal respect of the public.

When the magnitude of our organization is taken into consideration—its many executives of undeniable genius and its host of loyal co-workers, the greatness of the enterprise becomes more and more apparent—we cannot but marvel at the manner in which it receives its direction.

We have striven for a perfect coordination between and among the various departments of the store and the harmonious, well rounded organization of 1922 is the inevitable result. Who does not relish working in such a smooth running, well directed store as is "The Big Store" of today? Who does not appreciate the worth of such a connection?

With our past history a long succession of improvements wrought by our loftv yet progressive ideals, we turn our attention to the future. With our minds resolved as one to continue in our original course—hoping for a continuance of the good fortune that has attended our endeavor to date.

—JODOLAN.

SOMETHING NEW

Have you noticed the transformation wrought in the appearance of the Recreation Room on the Eighth Floor by its new furnishings—lamps, chairs and draperies? It is so remarkably noticeable that it really seems foolish to imagine that all of the girls have not perceived it—but that is usually the way we begin such an article.

Miss McKenzie, our Welfare Supervisor, is so elated she can hardly contain herself. She simply must have one look at the room—and woe to the person who fails to express admiration at the change!

The girls share Miss McKenzie's elation with great enthusiasm—"It's so cunning," "Simply adorable," "Such a doll-like place now"—these and other similar remarks give ample evidence of their ardor.

The new floor and table lamps cast a cozy glow over the whole room, giving it the much-sought-for, "homey" appearance. The draperies also add greatly to the attractiveness of the place and lend it a cool, clean atmosphere that bespeaks of comfort and hospitality.

Mr. Greene, Mr. Fisk, Mr. Lawlor and Mr. Lemmon come in for the lion's share of the praise for the change because it was mainly through their efforts that such was accomplished.

If, by any chance, there are any of you who have not had the pleasant experience of viewing the Recreation Room since its recent renovation, you are cordially invited to visit it at your first opportunity.

To accept good advice is but to increase one's own ability. —Goethe.

GUESS WHO THIS IS?

TWO EXTREMES

It seemed that when Rastus and Sam died they took different routes; so when the latter got to heaven he called Rastus on the phone.

"Rastus," he said, "how yo' like it down thar?"

"Oh, boy! Dis here am some place," replied Rastus. "All we has ter do is to wear a red suit wid horns, an' every now an' den shovel some coal on de fire. We don't work no' more dan two hours out ob de twenty-four down here. But tell me, Sam, how is it with you up yonder?"

"Mah goodness! We has to git up at fo' o'clock in de mawnin' an gathah in de stahs; den we has to haul in de moon and hang out de sun. Den we has ter roll de clouds aroun' all day long."

"But, Sam, how come it y' has ter work so hard?"

"Well, to tell de truf, Rastus, we's kin' o' short on help up here."

Weep at this tale of Sammy T8
Who met a girl whose name was K8
Courted her at a fearful R8
And begged her soon to be his M8
"I would if I could," said lovely K8,
"I pity your poor, unhappy ST8,
But alas and alack! You come too L8,

FROM A TO Z

Attention at both work and play
  Busy all the livelong day
Courteous at home and school,
  Diligent to keep the rule
Earnest in what e'er you do
  Friendly with your workfellows too
Generous of hand and heart
  Honest in life's every part
Innocent of all that's mean
  Jolly as a King or Queen
Kind where'er your footsteps roam
  Loving to the ones at home
Merry in the Sun and rain

Neat in dress but never vain
  Orderly in Desk and Books
Patient in your thoughts and looks
  Quiet when 'tis time to be
Ready others needs to see
  Steady in your every aim
Truthful though it brings you shame
  Utilizing in the fight
Vim and courage for the right
  Willing others to befriend
Xemplary to the end
  Youthful 'till life's set of sun
Zealous 'till success is won.

—B-- N. J. Kolling.

LINGERIE

A Frenchy word is "Lingerie." I saw it first in print.
The pictures all about it of its meaning gave a hint.
"A Sale of Dainty Lingerie" the mammoth store announced,
But nothing there suggested how the word should be pronounced.
I asked the Elevator Boy. The question seemed to pose,
I spelled it out, and then he said, "Why, 'lin-gur-ry,' I s'pose.
I asked the fair Saleslady if she knew the proper way,
She tossed her head and said with scorn, "We call it 'lon-jer-ray'."
I asked the Buyer, just returned from lands across the sea.
He answered, "Well, in Paris they pronounce it 'lan-zhay-ree."
Then I arproached a Customer of birth and education,
And asked her what the word was called by people of her station,
She said, "With those who visit me and those on whom I call,
It's not considered quite the thing to mention it at all."

—Exchange.

No News to Him

A regimental band was about to be organized at one of the war-time cantonments and, after the first rehearsal, the officer in charge was signing up the candidates.

"Your name," he asked the trombonist.

"Sam Jones," returned the embryo trombonist.

"Your station?"

"Camp Devens."

"Your rank?"

"I know it," sighed Sam.

—The American Legion Weekly.

LEADERSHIP

Our great and grand United States of America the Leader among nations, how good and liberal we feet to be able to live within its shores! We enjoy the privileges that no other country extends to its people. Our country is rightly called the "Mother Country of Democracy."

As we stand at the head as a nation so too we claim the leadership for our State and especially for our great city of Pittsburgh, with its superiority in steel and coal production. Our great city is well known in all countries of the world.

But this is not all our city is noted for. She is noted for her great and magnificent department stores that house our mercantile business. We have business houses that contribute daily to our commercial activities; as a Department Store, we are not to be surpassed.

And why? Because, we have the largest and best suitable location and all. The best management and conveniences to handle the large crowds that press through our doors and constitute our daily business.

This is not all—the very foundation is built upon solid rock of principalized business, honesty and square dealing. It has stood the test for 50 years or more without a break and will stand fifty more without being shaken in the least.

But in figuring out this success, we must not forget the co-workers and sales-force, for it was by their honest daily labor and square dealing with the people that has brought this store to the level with the best stores in the country.

Our business is performed daily without a hitch, for the large number of people employed here, we have one of the best systems and organization that can be made possible under one roof. Our buyers are not only covering this country, but all foreign countries in an effort to supply the demands of our many thousand customers.

It is not only the management that promotes enthusiasm and co-operation among its employees, but we have the Kaufmann Beneficial and Protective Association, that is always ready to give a helping hand in case of accident, sickness, or even in death.

Then we have the summer camp, where the employees can take their families for a vacation or a week end, and forget the working world and rest and play and breathe the air of freedom. This camp is situated in the picturesque territory around Bear Run, Pa. You can enjoy all the sports you wish. This camp is under the supervision of Miss Nettie McKenzie.

It is not only the salesforce of today that we have to thank for our great store, but those who have gone before us and are now enjoying their heavenly reward.

Now let us try and do as well as our predecessors who worked hard and faithfully to build up the great business institution we have today. They brought it up from a little store of the past to this great establishment we have today, which covers a city block. What they did in 50 years, we ought to be able to accomplish in fifteen or twenty years, with the modern conveniences of today. We can double and even triple the business of the present. So now let's go and put the Fifty-First Anniversary Sale of Kaufmann's "The Big Store" over the top and forward on to future and greater success.

D. M. DICHTER.
Night Watchman.

Four of our Basement girls enacting roles of mascline impersonators

REAL UNSELFISHNESS

Mrs. F. W. Solomon of the Basement Millinery, who won the first prize for the best Anniversary suggestion, is dividing the fifty dollars into prizes for the Millinery and Waist departments:

$10 in each department for the biggest books during the month of June.

$5 for the next largest book.

$5 for the greatest amount of sales during the month.

$10 to Mr. Bodine if there is a 10 percent increase in business over last year—in both departments

We feel that Mrs. Solomon must be congratulated for the unselfish manner in which she distributed the prize that was righteously hers to spend as she pleased, and we are sure that all will share with us in lauding her for her action.

MARY HALL ESTEP.

If a champion sleeps a third-rater can beat him by sticking at it.

Don't snivel—fight! If it's worth having, it's worth a fight.

PITTSBURGH—1871-1922

(Continued from page seven)

tion hardly merited the name "university," today it consists of the following schools: The College, the School of Education, the School of Economics, the School of Mines, the School of Chemistry, the Graduate School, the School of Medicine, the School of Law, the School of Dentistry, the School of Pharmacy, the Mellon Institute, the University Extension Department, the School of Engineering and the School of Astronomy.

The School of Engineering works on a co-operative system. The University has made arrangements with about twenty-seven industries in and around Pittsburgh, whereby students of the School of Engineering have completed one year of practical work before they receive their degrees. This is far superior to the old method of knocking a heap of theory into a man's head, hand him a piece of sheep skin, and send him out to meet a strange, unfamiliar, practical world. The co-operative system is also followed by the School of Mines.

An interesting division of the University of Pittsburgh is the Allegheny Observatory. The writer was quite amused during a recent visit to the Allegheny Observatory, when the director in charge of the Observatory told the visiting group that he had been asked whether the Allegheny Observatory belonged to the City of Pittsburgh, or the Carnegie Library, or the Pittsburgh Railways Co. They were all wrong,—the Observatory belongs to the Department of Astronomy of the University of Pittsburgh. It is open to the public every evening, but due to the large number attending, a permit must be obtained for admission. The program consists of an interesting lecture pertaining to the celestial bodies, accompanied by illustrative pictures, many of which were made by the late Dr. John A. Brashear. On clear nights, visitors are also offered a glimpse of the planets thru the telescope. In this connection we might state that Pittsburgh, thru this observatory, has the third largest photographic telescope in the world and is the best informed city in the world, on the subject of astronomy. Thru Professor Langley, at one time in charge of the Observatory, Pittsburgh conceived and built the first aeroplane in the world.

Another interesting department of the University is the new division in charge of Miss Thyrsa Amos, Dean of Women. Dean Amos makes it her business to become personally acquainted with every girl in the University. She enters as far as possible into the home environment of the girls and tries to supply the understanding friend that so many of them lack. In this way, the University is able to assume the responsibility of her girls not only physically and mentally but morally as well.

A word must be said of the growth of Pittsburgh Hospitals. In 1871 there were three of them, such as they were; in 1922 there are twenty hospitals, and this, we believe, is perhaps the most democratic institution we have (public schools excepted) for here on the very same floor, receiving almost the very same care are the poor laborer and the millionaire's son. The hospital knows no race, or religion, no class. Its only foe is disease.

This brief outline of the development of Pittsburgh in fifty-one years must not fail to mention at least, the gifts of the late Andrew Carnegie. The Carnegie Library circulates annually one million, six hundred thirty-two thousand, three hundred eighty-five volumes (1,632,385). The reference department alone contains fifty-two thousand, six hundred, twenty-nine volumes (52,629). But these figures mean nothing except to those who use the library as Mr. Carnegie hoped to have it used. No one can appreciate the value of this library except those who use it as freely as the founder wished to have it used.

As for the museum, one must visit it often enough to "know the place by heart" and study it until each little exhibition means something definite, before he can realize its value and its beauty.

For the last time we allude here to the words of the man whose monument stands twelve stories high at Fifth Avenue and Smithfield Street, "I charge those who in future years stand at the helm of "The Big Store" to abide by these four great principles."*

The Spirit of Pittsburgh charges Pittsburghers of future years so to live, and so to act that Pittsburgh of the future shall do honor to Pittsburgh of the past.

—*Anna Tisherman.*

*Life, Truth, Light, Love.

ON A MULE

Being told to write an essay on the mule a small boy turned in to his teacher the following effort—

"The mewl is a hardier bird than the guse or turkie. It has two leggs to walk with, two more to kick with and wears its wings on the side of its head. It is stubbornly backward about coming forward."

YONSON IS OFF THE HENRY

A letter from a Wisconsin town:

Deer Mr. Ford:

Ay hafe bane your ajent har for tene yaars bot Ay vant you to kencel my kontract. Sumting turned op hare today that set me to thinking—I vas siting en frunt off my plase and a faller drive op een a Peckart car and ask me how faar vast ett to Meenaopolice an I tall heem 47 miles, he say, geev me 15 gallons of ges and a quart of oil. A leedle later a fallar drive op en a Kelilak and say, how faar ees it to Meeneapolis and I say 47 miles, he ses geef me 10 gallons gas and qvart off oil. Efter vile, a faller drive op en a Dodge an esk me, how var vas eet to Meeneapolice, and I sa 47 miles, he tal me Ah shud geeve heem 5 galluns ges an vun pint off oil. After a spell a faller drive op een a Ford. He esk me how faar vas it to Meenapolice and Ay sey 47 miles, he sed geef me a quart of vater and a peekage of Camels.

—Sven Larson.

We should give as we would receive, cheerfully, quickly, and without hesitation; for there is no grace in a benefit that sticks to the fingers.

—Seneca.

THE LIVE WIRES OF DEPARTMENT J. BASE. LADIES' GOWNS

Mrs. Neville is always ready to show the new selling points of the latest creations in ladies' gowns ably assisted by Miss Wisman who has a keen perception of the needs of the buying public and Mrs. Schapper who is continuously on the alert to please the most fastidious in style and size. Miss St. Cin is an expert on the ladies suits and could give pointers to the most experienced artists of gay Paree; knows exactly what people want and what sells the best, ably assisted by Miss Levenson who is a past Master of the Art to please. Miss Smith is there when it come to coats. Has them all set for the different seasons and knows all about them, has a splendid assistant in Miss Lang who delights in showing the large sizes as well as the smaller one—the other active sales ladies are Miss Frice and Miss Welte. Miss Baumgarten is a specialist in her line of details and is particular in having everything where it belongs.

Dock is always on the job when it comes to stocking the new garments, and Helen can mark more tickets in a given time than any girl I know. It is a source of consolation to know that all are animated with the spirit of the 51st Anniversary and want to be 100 percent in sales and service.

* * *

THE AUTHORIZED VERSION

(Basement Charge Office)

Our Bobbed Hair Roll of Honor:

Peggy Freese	Florence Ramsey
Anna Handerhahn	Rose Forester
Agnes Scharding	Anna French.

Mr. Freundt tried to horn in on the Honor Roll, but the Club decided that he wasn't "bobbed"—he was clipped.

Marie Glassmeyer, Viola Seif and Violet Walker are the three "Die Hards"—no bobbed hair for them.

The Ukelele Club has organized (at least they have purchased "ukes") and will be heard from. I'll admit that the ukelele covers are quite pretty.

It's funny how thirsty the gang becomes when a good-looking "He-flapper" stands near the door.

Rose, Peggy, Marie and Violet attended the Anniversary Ball, and appeared to enjoy the dances very much. For the first time in my life I wished that I, too, could dance.

Hilary is a pretty name, isn't it Peggy?

Florence, if an American gives you a Swiss watch, don't you think he should naturalize the time in the watch?

Agnes ought to be a cheer leader at a football game.

Rose ought to stay home for a change—she won't recognize Walker's Mills pretty soon.

The two Anns are our noisy twins, but the two Vi's are our Noisier Twins. And when Agnes chips in to help them, we understand why there are Anvil Choruses.

* * *

MRS. FRANKLIN DICK

The entire Foreign Department accompanied by representatives from nearly every department in the store, attended the wedding of Miss Mary Klema, who was united in marriage to Mr. Franklin Dick on June 7th.

The Foreign Department presented the bride with a beautiful dinner set, as a token of their regard for one who has long been a favorite among her associates.

The wedding party went to the scene of the marriage, 7725 Susquehanna street, Brushton, in a decorated car and everyone had an enjoyable time

Her former associates wish "Our Mary" the best of luck in her latest venture and hope that all of her troubles will be little ones.

Marie is such a quiet little church mouse—but to hear her when Felicita comes around—you can guess how terrible they suffer from not seeing one another for three long heart-breaking hours.

FIRST FLOOR

The Shoe Department announces the engagement of Miss Ida Segal. Her beautiful diamond is the envy of all in the Department.

The Shoe Department is always in the lead and is going to stay that way, for the results of the banquet held the night of May 13th in the 11th Floor dining room, has filled them all with "Pep."

The attendance was 100%, everybody had a real good time. The dinner was one of the best and was followed by music furnished by our musicians from the Department—Mr. Smith at the piano, Mr. Tracht, Banjo; Mr. S. Barack, violin, and Mr. D. Sparana, Clarionet, Mr. Alexander furnished us with several classic selections on the piano, all of which were wonderful.

Our honor guests were M. A. Weir, "Father of Anatomik Shoes;" Mr. A. Ship, "Maker of Anatomik Shoes;" Mr. B. Cohen, "Buyer of Anatomik Shoes;" Mr. Walters, "Booster of Anatomik Shoes;" and Mr. Jos. Meyers, "Wearer of Anatomik Shoes."

Mr. Joe Meyers was first on the list to make a speech, all those who have ever heard "Joe" know he can't be beat.

Speeches followed by Mr. Weir on Anatomik Shoes—"The Shoe for All Foot Troubles." Mr. A. Ship spoke on "Construction of Men's Anatomik Shoes." and on how to achieve "Pep." Mr. B. Cohen, our buyer, gave a very interesting talk on the Anniversary and Cooperation and Mr. Walters hit on a little of everything. Speeches were made by many of the others, all for the betterment of service.

Singing, music and dancing followed, and the banquet came to a close at a very late hour.

We all hope in the future that we will have these meetings a lot more.

Our slogan in the future shall be—"Here's to the Pep that carries the Push that puts it over."

We regret very much to say goodby to the "Father of Our Department," Mr. Geo. Sexton, who has been promoted to Floor Superintendent, but such is to be. Mr. Sexton has been all that is good and true and we congratulate those with whom he is going to be associated. Mr. Sexton, our wishes are for the best and only the best for you.

Mr. Dunn will succeed Mr. Sexton, we take this means of welcoming him, and assuring him of our cooperation.

Miss Miller is **head** of this "light Brigade,"
Krotzer comes next in the merry parade.
There is Metheny and Bruff, who sell the yard stuff,

While Juriga and Thaler, with scarfs ring a bluff,
Levy, Kissel and Trow, with collars and cuffs,
Speicker and McCoy with their fancy guimps,
For there's pep in those Neckwear scamps.

Little Miss Levy's a wonderful girl,
She wears her hair bobbed, but seldom a curl,
She comes early to work, hangs up every trim,
Which shows that Miss Levy is quite full of vim.

THIRD FLOOR

Millinery Department

The employees of the Millinery Department wish to extend their thanks to the firm, through the Storagram for the splendid Banquet given them prior to the 51st Anniversary. Our buyer, Miss Becker, said she wouldn't have missed it, her only regrets were that Mr. Mundheim didn't have the opportunity to address the employees.

It certainly must be handed to Mr. Rosenthal when it comes to buying values, for he has the goods both in quality and quantity to make the 51st Anniversary a success.

Miss Mary Smith of the French Room has been chosen for the second time to assist Miss McKenzie in taking charge of Kaufmann's Girls Camp. We are sorry to lose her from the department, but her friend will have a good chance to visit her at the camp.

Miss Ida Ernst and Patsy (Rolls Royce) have been very conspicious in Schenley Park this season.

Miss Rose Castell has cut out all engagements as she has isolated herself in a cozy apartment over the hills.

Miss Alice Lowe of the Millinery Department left to make her home with her brother in Wyoming. We miss her much as she was quite a favorite in the department.

Miss Mary Diethrich, one of the popular milliners, has just returned from a visit to Washington, D. C. She is very much in love with the beautiful city, and now we are afraid we are going to lose her. How about it, Mary?

Mary Haddock, one of our Milliners, has us guessing whether he tramped on her toes at the Anniversary Ball, or whether she is preparing for the next social function, as she has been hovering around the Chiropodist's Office of late.

Esther Thompson of the 9th Floor Work Room left for a tour of the West, visiting Los Angeles, San Francisco, Portland and Seattle, returning through Yellow Stone Park. We will miss her smiling countenance until September 1st.

* * *

Coat Department

Goodbye and Goodluck, Mr. Matz, and welcome Mr. Thompson to our Department. How do you like our buyer's (new Buick Machine, no arrest for speeding as yet.)

We are sorry to have to relate at this time that Miss Dougherty is at the Mercy Hospital, having undergone an operation for appendicitis.

Miss Upperman is another one on the sick list this week, also our Miss Liebrgott.

We miss our girls, Miss Marie Henkel and Miss McQuillan, both having been transferred to skirt department for the summer. Absence makes the heart grow fonder.

We miss the smiling face of our congenial stockman, Mr. Frank Tim, who is now convalescing at the Montefiore Hospital.

Mr. Robert Pepper is no longer with us as he intends to go camping during the summer season. All aboard for Camp Calvin. Later J. Coat Department.

Our entire department wishes at this time to extend our sincere sympathy to Mr. Kuehn and

family in their recent bereavement and hope for his speedy recover.

Miss Mary Yeager is the busiest person in J. Coats, specializing on keeping our coat windows up to date for our Anniversary Sale.

Mrs. Katherine Finneran has moved again, and we think she has a permanent home this time.

Through an oversight the death of Mr. George Reisterer, our popular tailor, was not mentioned in the last issue of the "Storagram." He was a man of sterling character and was loved by each and every one of us. He had celebrated his 74th birthday a few days before his death. Miss Violet Rodda is taking his place in the department.

Our Mrs. Smith has all prospects of becoming a popular actress. She demonstrated to us her possibility at our banquet. As Mrs. O'Toole she was a winner.

Miss May Upperman is planning her trip to Wisconsin early in July. We are expecting a wedding in our department in the near future. We hesitate to mention names.

With the 51st Anniversary Sale at hand the girls are going in to it full of vim and with lots of "pep." After the splendid talk by our wonderful Floor Superintendent on Friday, May 26th, they will go into it with more enthusiasm than ever, for he is true and blue, and we know with his co-operation and the help of our employees, we are going to put across the largest anniversary sale the department has ever had.

Our Genial Floor-man, Mr. McLaughlin, has been ill for a week, but will be back on the floor in time for the Anniversary Sale.

All right "Minnie" the next dinner we go to, we will see that they have a dozen extra rolls. You seem to enjoy them so well.

I tell you our Department had one vamp at the "pep" dinner, Miss Schatzell tried to vamp Miss Rosenfield's beau.

I don't know what was wrong with Madaline Wolf, she went automobile riding with her Sweetie, and they went 40 miles, out of their way. They must surely be in love.

FOURTH FLOOR

Silk and Dress Goods

The Silks and Dress Goods were very sorry to hear of the death of Miss Herwood's mother. We extend to her our deepest sympathy.

Vera Wessal, who was to be the June bride, has postponed it until September.

Peter, the heavy man of the Silk Department; don't see how he will be able to put in the month of June—his days are so strenuous.

"Cookie," from the Dress Goods, is opening the season for their Camp by wearing Knickers.

Marie Welker wishes to become a June bride, but she must wait until she can remove her hand from her upper lip. Tom will be a patient waiter.

Why does Dorothy always carry so many tables? Let us in on the secret, Dorothy?

If anyone asks how neat the silk is rolled take them back to Mr. Jones, and show them his wonderful patent he made that can't be beat. He rolls all day—and even rolls his own. Eh, Jones.

* * *

Elsie Werner has had her sparkler for some time. Maybe that's why so many trips to the Furniture Department.

Mr. Bryden, the floorwalker, calls two particular girls the "Savage Girls." Customers wonder why. It's all in the name.

Edith Solwood, leading saleslady of the main aisle, will be able to make a bonus on the wonderful surf satin. It will come in handy when she takes her vacation with Charley rowing on the lake.

We can boast of another Vamp in our department. "Mary Heerlein" vamped a friend at the depot, and made herself two minutes late for work. Poor System, May.

Anna Voskuhl has a new canary bird to keep her company after she gets married. Evidently her husband to be can't whistle.

We all congratulate "Becky Rosenfield" on knowing how to save money. It took her three months to save enough to get her hair bobbed. Keep it up Becky, you're doing fine.

Miss Clara Lauterbaugh took a boy friend down the Avenue under her umbrella after the "Pep" dinner Thursday night, and the next day you should have seen Clara's chin.

A certain girl by the name of "Cribbins" is going to be bridesmaid. Perhaps, soon a bride.

* * *

CORSET DEPARTMENT

Well Smithy how are you and the girdles getting along—it's a good sell for the warm weather.

Eleanor is quite worried—we have not seen "Lou" for several days—don't worry Eleanor "They all come back."

DO YOU KNOW WHAT THIS SPELLS

K—Stands for Kindness, what more can it be,
E—Stands for Earnest and Earnest she is
E—Stands for Effort, we all know it true
N—Stands for Neatness and neatness it is,
E—Is for Everybody that knows her so well,
R—Stand for Right, what more can we want?

Put them all together they spell the buyer of the Corset Department.

friends—we just bet she has someone on the string.

Mrs. Renker sure can put the move on the Bon Ton Corsets—how about it girls—"You tell Em."

Betty, our Cashier seems to be worried lately—what's the trouble Betty, has "Red" another———

We all know Miss Burns would rather sell Corsets than Brassieres—keep it up, you will get there some day.

Miss Kane pretends to go to see her Aunt every Wednesday, but the truth of it is she goes to see B———. How about it Helen?

The girls of the Corset Department tendered a shower for Miss Bess Meehan at the home of Miss Vallie Logue. Miss Meehan was presented with a very beautiful Floor Lamp by the girls. A very enjoyable evening was spent by all—music, dancing and games were the diversions of the evening. Miss Meehan became Mrs. Larry LaVelle, May 4th. We all wish her much luck and happiness in her new venture.

* * *

Extra—Hair Goods

An epidemic has struck the Hair Goods Department—old and young alike are now suffering, our latest victim being Miss Vollmer—the disease has gone to her hair. An earlier victim recovering from the head disease has now got it in the feet—pretty shoes. Dr. Clark has little hopes.

* * *

If Mrs. Ashay wishes to keep her son from being led astray, keep him away from Mrs. Skillen's counter. Am I right, Alice?

Miss Griffin also of the Service Desk is patiently wating for the return of her gallant Chickie.

If you are going to any summer resort, see Miss Harris about your Bathing Suits.

Oh! talk about beautiful negligee, Mrs. McDonald has just arrived from New York with a beautiful selection. Also see Miss Harkins, and Mrs. Schultz about them.

If you want to know the name of all the materials in house dresses, just ask Miss Colton, she will tell you.

Girls have you all heard Billy Morgan of the M. O. D. got a shoe shine the other day, a young gentleman from the Camera Department offered to pay, but Billy spoke up and said, "no thank you, my Dad is working."

ART DEPARTMENT

The girls of O. Arts extend their most sincere sympathy to Miss Lena Youngslager in the bereavement of her mother.

On Friday, May 26th, Miss Eliza Felton became the bride of Mr. Chas. Burns of Midway. Mr. and Mrs. Burns will be at home in Midway after an Eastern trip. Before her marriage, the girls of O. Arts gave a shower in her honor at the home of Mrs. Streng at which they presented her with a beautiful linen tablecloth and napkins.

Mrs. Hale will be sadly missed by Miss Morgan, her assistant and all the girls of O. Arts when she leaves for Europe, but they all wish her Bon Voyage and a hurry-back.

Miss Menzie and Miss Hinkes are back again after a long absence from "The Big Store."

When Smith makes another date, let him reflect, ere it is too late, for the girl he wishes to see has another beau whom she calls Hennie.

Miss Plock of the Service Desk has been acting very peculiar of late. Now and then she stoops beneath the desk and takes a little swig of ? ?—What is it LIL?

The girls of the Infant Department extend their deepest sympathy to Mrs. Vaughn for the loss of her mother.

Infant Department consider themselves a lucky department in securing such a remarkable room and Mrs. Shaffer as buyer.

Our Danny has deserted us. All the girls will surely miss his smiling face, especially Miss Shaaf, how about it Alma?

We wonder what causes Mr. Wagner to have such a smiling face lately.

Mrs. Keith is so important she gets a phone call every afternoon. Wonder who he is.

88 Dept. could not get along without Miss Weymann, assistant buyer with her lovable disposition and superior overseeing.

We are glad to have Helen Schaffer, our cashier, back with us again after a week's illness. We missed her very much.

Miss Kelly would make a wonderful impression with her bobbed hair and a henna wrench.

A certain party whose first name is Nora does not want her name mentioned in the Storagram. To avoid further trouble, we will comply with her wishes.

We are pleased to announce Miss Lillie Bronger of the Misses Department who was critically ill the past month after undergoing a serious operation in the Allegheny General Hospital is well on the road to recovery.

One of our girls has been suffering with what she calls a Nose Cold which caused tears to flow. Is it the cause of the cold or the cause of your cousin (B) leaving?

For the weight reducing class we nominate Misses Maust, Copley, Sivitz, Feingold, Heil and also Sal Snyder.

Have you met our "Famous Artists" of the Misses Dress Department? China painting has proven very interesting to Miss Collins and Miss Weiner—they sure must be born artists at the artistic taste they display.

A NEW ONE

Recently a customer approached the Furniture Cashier and inquired for "the operating room." The cashier looked very seriously and replied, "Operating room—we don't have any operating room but we have a hospital on the eighth floor." The customer smiled and replied—"Oh, I mean the telephone operating room." She was then directed to the seventh floor.

Don't you think there is something seriously wrong with the fellow who, after moving May 1st, doesn't know the way home? I don't like to mention any names but it was surely too good to keep. Ask Van—he knows all about it and will tell the story straight.

B. F. Jones, Big Business awaits us this Fifty-First Anniversary.

Ben Flory tells on Joe F. Miller, this: Joe Miller's car, the "Haines" was getting too small to accommodate his prospective customers, so he buys a big Hupmobile.

Joe F. Miller; Ben Flory is buying a Buick Car. Business is getting so good Ben has put on more gas in order to reach all of his prospects. If this Buick does not do—Ben may buy a Truck.

Nick J. Kolling, everybody in our sales-force will need a rest after our Fifty-First Anniversary Sale, says Nick.

Charles Rebsher has been busy figuring up his February sales until a few days ago, and now is waiting for June Rush.

Thomas F. Curran, don't fool yourself, I'm just as busy now as ever was, and for our Fifty-First Anniversary Sale, I'll need extra help.

Harry Barnes, is just as silent as ever, but selling furniture galore.

Gerard Dieden, where is the fellow who has more pep, show him to me.

Harry Gary: so busy February, April and May, up to date, and therefore too busy to think up something for the Storagram.

John Protsman's cold is all gone, and he is in good trim for the Fifty-First Anniversary Sale.

George H. Vanderslice: See typewritten article.

Oliver McLain: I am awfully busy, please excuse nothing for Storagram.

Charles Portle: something to say, sure, I'm always with the bunch.

Oscar Berglund: I've nothing to say, but look on my sales sheet.

John Lhotta: Loui and I want to thank you all for the business in our shipping department.

Louis M. Dean : I want to thank all the boys for their mutual help during our February sale, and I am sure you will assist me during our coming Fifty-First Anniversary Sale.

S. S. McCready says: "Boys plug away—speed up—it pays."

SEVENTH FLOOR
House Furnishings

Lyda looks wonderful in her white uniform and is waiting patiently on the next carriage sale so she can dress up again.

Kuby was all smiles May 16th. Ask her why?

Mr. Flynn our buyer, must be a friend of a florist,—been wearing a boutonierre every day.

Miss Link is very particular about her dress lately. I wonder who he is?

Ask Molly why she runs when she hears the lawn mowers.

Wonder why Irene is so impatient lately—must be some reason.

Anna Wabash is lonesome since Met left the store.

Cashiers & Wrappers of the Seventh Floor welcome Miss Ryan as Head Inspector.

Glad to hear Miss Wiegand from Corsets Base. is going to take a position as a cashier.

Mrs. Carson, watch your son, the girls of House Furnishing, think he is a good catch.

What is the attraction at the Service Desk Miss McMann

Must be a great attraction up front. Paul has deserted the rose bushes.

Mae Hempfield is knocking them all cold, vamping the boys right along, watch your step boys.

Count Woods, former employee of Kaufmann's, made a visit to the House Furnishings to visit Miss Golding to bid her his last farewell as he is making a return trip to Naples, Italy.

EIGHTH FLOOR
Bookkeeping Department

Helen Thompson sure is taking Mary K. place, every aisle blockaded.

You sure did make a hit at the park on Decoration Day with your green sweater and white skirt, Eva McKee.

Sara Kaufmann is all smiles lately. I wonder why. Did he propose?

You ought to see Elizabeth's ring, it is a dream. Who is the lucky fellow?

Alma Snyder likes Eddie pretty well because she told us so. How about it Alma?

Margaret Nau gets tired of reading about Billy all the time, so next month girls, let's say something about Mr. Evans for a change.

Well, Rose, are you still tired after that moonlight walk to Eva McKee's house?

That love is blind
There is no doubt;
That's why they have
The lights turned out.

MRS. J. C. GOBRECHT

Formerly a stenographer in Mr. Traub's office, who is now sojourning in Grand Rapids, Mich.. after traveling all through the Western States.

BOOKKEEPING OFFICE

Eva McKee, you sure did look good in your green sweater and white skirt on Tuesday out in the park.

Elizabeth Rossiter—did you see her diamond ring? It sure is a dream—who is the lucky fellow?

Anna Snyder likes her Eddie pretty well—don't you know.

Sara Kaufmann is full of smiles nowadays. What is the reason? Don't blush.

Suppose Al got tired standing under the clock so often and that's why he came up to the Credit Office the other day for a three legged stool. How about it Madge?

Better watch out Edith Johnson that one of flying trips to West Virginia in that little red racer car doesn't prove fatal.

Think you better take Herme's advice Gladys, and keep on with your sewing and your fancy work, for you don't want to wait for years, you know.

Did you see that green sweater Margaret Nau has? Don't you think she is trying to vamp the fellows over in the Oliver Building. She already did vamp Billy. Ask her who Billy is, and see her blush? I think he will be asking her soon.

Helen Lally walks to work every morning with the same fellow and he comes to see her nearly every night. He surely does care for her. Ask her who he is?

SURPRISE KITCHEN SHOWER

On May 23rd, the members of the Advertising Office were guests at a delightful surprise kitchen shower in honor of Miss Margaret Stumpf, who will be united in wedlock to Mr. William Stiehler sometime this month—somewhere in East Liberty.

Miss Mary O'Donnell acted as hostess of the entertainment, which by the way, was held in the O'Donnell mansion in the wilds of Thornburg. With due attention to the fact that the ad-people are mostly always hungry, a delectable dinner was the first thing on the program—in the course of which several members of the Reducing Class grew very lax and broke every Anti-Fat rule that was ever made.

After the eats, all of the masculine members presented the embryo bride with an osculatory shower—in which Hooper displayed the best form, (I hope his wife don't read this.)

Many amusing parlor games were played, adding greatly to the enjoyment of the evening. while "Bussie" Schooley made himself the target of many jealous looks from feminine eyes, when he parked himself upon the lap of our eminent boss.

The party broke up late in the evening and the ad-people regretfully took their departure—consoled by the fact that there soon will be another event of a similar nature.

Among those present: Mrs. Marie Cashdollar. the Misses Ellen Lester, Lillian Herbert, Mary Adler, Carol Howard, and Messrs. Claude Hurd. E. T. Adams, James R. Hooper, Joe Dolan, Harry Broida, James O'Brien and Bill Steihler—and Master "Bussy" Schooley.

IN MEMORIAM

The employees of the "Big Store" were sadly grieved to learn of the death of Mrs. Josephine Long Kuehn, wife of our Third Floor buyer, who succumbed with pneumonia after a brief illness, at her home on Stewart Street, E. E., on May 26, 1922.

The funeral was held at the Sacred Heart Church, Center Avenue, where a requiem high mass was said for the deceased at 10 o'clock, Monday morning, May 29th. Interment was made in the Calvary Cemetery.

Mr. and Mrs. Samuel Mundheim, Mrs. Isaac Kaufmann, representatives from the Buyers Association and the Kaufmann Employees Beneficial Association—besides many of the buyers and heads of departments, attended the funeral of Mrs. Kuehn.

The employees of the store extend to Mr. Kuehn their heartfelt sympathy for him in his bereavement.

THE SUGGESTION CONTEST

Over four hundred suggestions were received in the recent Suggestion Contest and approximately 85 of these were awarded prizes.

The enthusiasm displayed by the employees was really mavellous and the members of the firm have given us their word that the results of the suggestions have already warranted the success of the contest.

Mrs. F. W. Solomon, buyer of the Basement Millinery department captured first honors with the suggestion that our windows contain relics of 1871 days—and the idea was put into execution on the opening day of the sale.

The following comprise the prize-winners:

First Prize

F. W. Solomon, Base. G. $50.00

Second Prize

Frank R. Callahan, X. China $25.00

Third Prize

Five at $10.00 each.

V. Marton, 12-403 H. Base $10.00
John Finn, O. Base 10.00
W. J. Dolan, Adv. 10.00
A. Morris, P. Books 10.00
E. Ward, O. Arts 10.00

Fourth Prize

Ten at $5.00 each.

C. A. Patton, Credit Office $5.00
A. H. Grossman, 1288 ..... 5.00
Laurence J. Friend, 59-116 ..... 5.00
Geo. Steinhouser, 754 ..... 5.00
Martha Bridgel, B. of A. 5.00
John Smith, D. Shoes 5.00
Bessie Hamberger, B. of A. 5.00
Harry P. Young, X. China 5.00
E. Dunkel, 2264 ..... 5.00
J. Hom, D. Shoes 5.00

Fifth Prize

At $2.00 each.

F. J. Stowitzky $2.00
T. Carling 2.00
J. S. Cuppy 2.00
Harriet Hilliard 2.00
Gertrude R. Landers 2.00
A. Sauer 2.00
Marie Snyder 2.00
Janet P. Hartman 2.00
Alma L. Fallen 2.00
Anna Peoples 2.00
L. A. Stadelman 2.00
Elizabeth Hutchinson 2.00
Margaret Bielbart 2.00
G. L. Byers 2.00
Sam Breskin 2.00
E. Cronin 2.00
E. Driscoll 2.00
D. N. Dichter 2.00
L. F. Gultman 2.00
Janet P. Hartman 2.00
H. M. Hirsh 2.00
Elsie B. Ingram 2.00
S. Klein 2.00
Nich J. Kolling 2.00
Gertrude Landers 2.00
Minnie London 2.00
John H. Macks 2.00
L. C. Licker 2.00
A. Sauer 2.00
K. E. Shaffer 2.00
Marie Snyder 2.00
C. Toler 2.00
H. J. Weltsch 2.00
J. H. Williams 2.00
M. Yancaite 2.00
Gertrude Zealand 2.00
W. Reynard 2.00

Sixth Prize

At $1.00 each.

A. Holleran $1.00
A. Sauer 1.00
H. B. Doecke 1.00
M. A. Tinnemeyer 1.00
R. Clark 1.00
H. Elinoff 1.00
M. Bronger 1.00
Marie Snyder 1.00
Nellie Nelson 1.00
A. Ondrick 1.00
Bert Amon 1.00
P. Drake 1.00
J. J. Thierry 1.00
T. Rennsum 1.00
Marie Saix 1.00
S. Kline 1.00
A. J. Blockinger 1.00
W. Renyard 1.00
M. Unruh 1.00

THE ENGLISH LANGUAGE

We'll begin with a box, and the plural is boxes;
But the plural of ox should be oxen, not oxes.
Then one fowl is a goose, but two are called geese;
Yet the plural of moose would never be meese.
You may find a lone mouse or a whole nest of mice,
But the plural of house is houses, not hise.
If the plural of man is always called men
Why shouldn't the plural of pan be called pen?
Then cow in the plural may be cows or kine;
But a bow, if repeated, is never called bine;
And the plural of vow is vows, never vine.

If I speak of a foot, and you show me your feet,
And I give you a boot, would a pair be called beet?
If one is a tooth and a whole set are teeth,
Why couldn't the plural of both be called beeth?
If the singular's this and the plural is these,
Should the plural of kiss ever be nick-named kese?
Then one may be that and three would be those;
Yet hat in the plural would never be hose;
And the plural of cat is cats, and not cose.

We speak of a brother, and also of brethren;
But though we say mother, we never say methren.
Then the masculine pronouns are he, his and him;
But imagine the feminine she, shis and shim!
So the English I think you all will agree
Is the queerest language you ever did see.

—Exchange.

BASEBALL NOTES

After losing the first game to the O. J. Gude team, our team seems to have hit its stride and has played sensationally in its last two games.

The team is now in second place and all the players are pointing for another victory when it meets the next opponent.

The showing they have made deserves recognition and the fellows would be greatly pleased if they would be given more support by the other employees.

Let's have a crowd of rooters at the next game.

* * *

PRESS M. & M. LEAGUE

Standing of the Clubs.

	W.	L.	Pct.
Alling & Cory Co.	2	0	1.000
Kaufmanns	2	1	.667
O. J. Gude Co.	3	2	.600
Gulf Refining Co.	2	3	.400
Reliance Life Ins. Co.	1	2	.333
Doubleday Hill Electric Co.	1	3	.250

* * *

Below is given the box score of our third game played with the Doubleday-Hill team on Monday, May 22:

Kaufmann's

	R	H	P	A	E
Hurley, 2nd	2	2	2	2	1
Black, 1st	0	0	6	0	0
Wells, ss.	1	0	1	0	1
Craig, lf.	1	1	1	0	0
Ballentine, mf.	1	2	3	0	0
Lagaro, 3rd	1	1	2	2	0
Sill, rf.	0	0	0	0	0
Barney, rf.	0	0	0	0	0
Weiland, c.	1	1	3	0	0
Alexander, p.	1	2	0	2	0
Totals	8	9	18	6	2

Doubleday-Hill

	R	H	P	A	E
Casper, lf.	1	1	1	0	0
Hunt, mf.	1	1	0	0	0
Carpen, rf.	1	1	2	0	0
Brand, c.	0	1	4	1	0
Glimh, 3rd	0	1	1	1	1
Miller, ss.	0	1	3	2	1
Weisen, 1st	1	1	7	2	0
Aarmst, 2nd	1	0	0	1	1
Hinds, p.	1	0	0	2	0
Totals	6	7	18	7	3

Kaufmann's	1	1	6	0	0	0—8
Doubleday	3	0	0	3	0	0—6

Two-base hits—Alexander, Hurley. Three-base hit—Craig. Sacrifice hits—Kaufmann's 2, Doubleday-Hill 3. Stolen bases—Kaufmann's 3, Doubleday-Hill 2. Hit by pitcher—by Alexander 3. Struck out—by Alexander 5, by Hinds 7. Umpire—Eulert.

* * *

High aims form high characters and great objects bring out great minds.

Tryon Edwards.

CAPTAIN WETTACH of "The Big Store" Team Doping Out a Lineup.

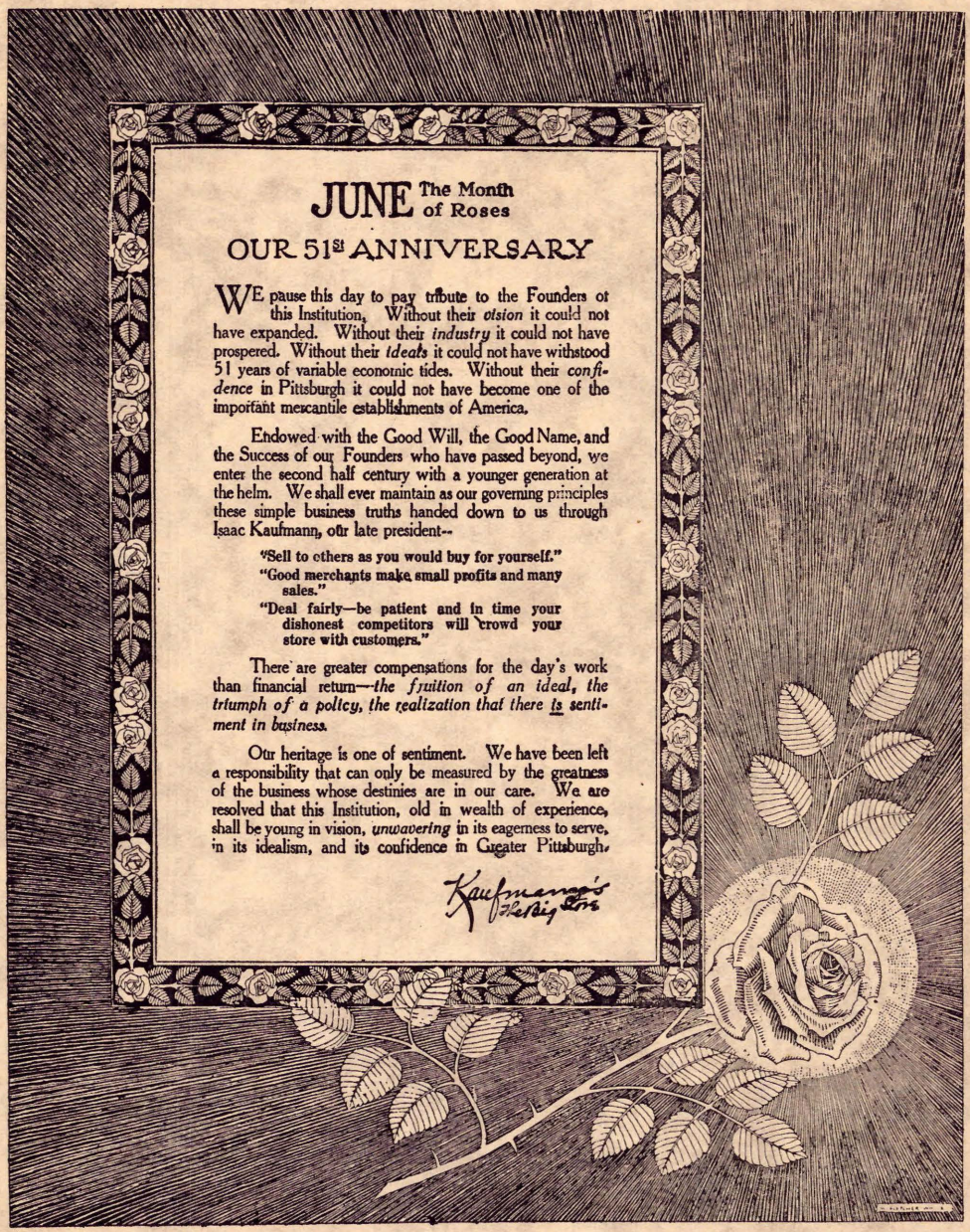
HOME NURSING CLASS

A number of employees of "The Big Store" took advantage of the course in Home Nursing given by the Pittsburgh Chapter of the American Red Cross; the course consists of a series of fifteen lessons with practical demonstrations. At their conclusion a test is given, and all who pass are given a certificate.

Those who took the Home Nursing Course are very enthusiastic over it and are desirous of attending classes in First Aid next Fall.

The following successfully passed the examination in Home Nursing and all had averages over 90 percent:

Marie A. Maloney	B. of E.
Mary E. Bruce	Ladies Suits
Hannah B. Baxter	Ladies Suits
Ruth B. Palmer	B. of E.
Anna Shingledecker	Fitter
Louise B. Ross	Fitter
Catherine Glasser	Ladies Gowns
Ida M. McClain	Alteration
Elmira Fisher	Cashier
Margaret E. Siebert	Skirts
Margaret McLachair	Alteration
Emma Smith	Fitter
Anna McKenna	Ladies Gowns
Mary E. McDowell	Fitter
Ella Mohr	Alteration
Elenor Marshall	Underwear
Mrs. De Coursey	Telephone
Miss Mooney	Telephone
Miss R. Sauers	Misses Coats
Miss E. Sauers	Alteration
Miss M. Saunders	Misses Coats
Miss Onslow	Hair Goods
Mrs. Heil	Misses Dresses



JUNE The Month of Roses

OUR 51st ANNIVERSARY

WE pause this day to pay tribute to the Founders of this Institution. Without their *vision* it could not have expanded. Without their *industry* it could not have prospered. Without their *ideals* it could not have withstood 51 years of variable economic tides. Without their *confidence* in Pittsburgh it could not have become one of the important mercantile establishments of America.

Endowed with the Good Will, the Good Name, and the Success of our Founders who have passed beyond, we enter the second half century with a younger generation at the helm. We shall ever maintain as our governing principles these simple business truths handed down to us through Isaac Kaufmann, our late president--

"Sell to others as you would buy for yourself."

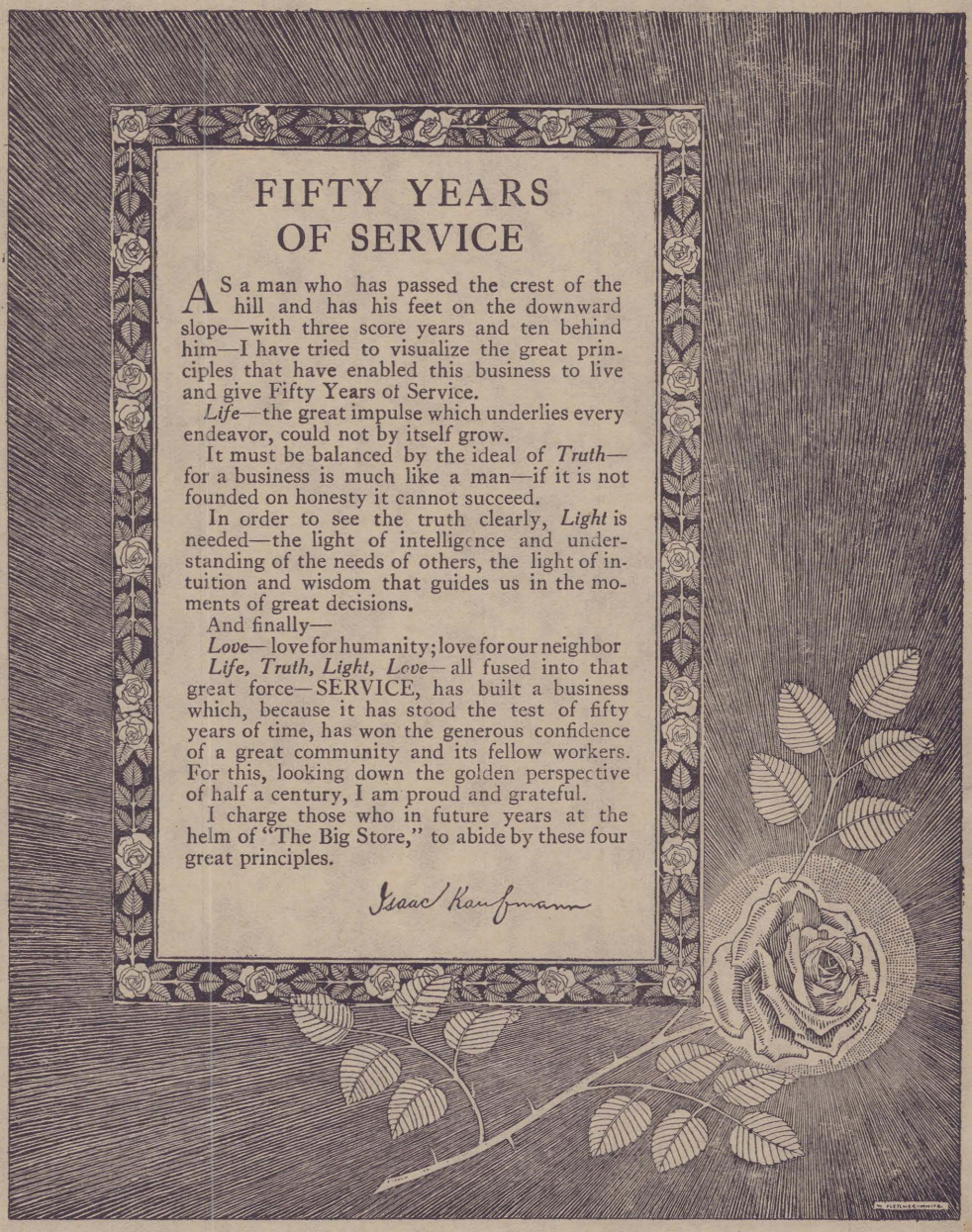
"Good merchants make small profits and many sales."

"Deal fairly—be patient and in time your dishonest competitors will crowd your store with customers."

There are greater compensations for the day's work than financial return—*the fruition of an ideal, the triumph of a policy, the realization that there is sentiment in business.*

Our heritage is one of sentiment. We have been left a responsibility that can only be measured by the greatness of the business whose destinies are in our care. We are resolved that this Institution, old in wealth of experience, shall be young in vision, *unwavering* in its eagerness to serve, in its idealism, and its confidence in Greater Pittsburgh.

Kaufmann's



FIFTY YEARS OF SERVICE

AS a man who has passed the crest of the hill and has his feet on the downward slope—with three score years and ten behind him—I have tried to visualize the great principles that have enabled this business to live and give Fifty Years of Service.

Life—the great impulse which underlies every endeavor, could not by itself grow.

It must be balanced by the ideal of *Truth*—for a business is much like a man—if it is not founded on honesty it cannot succeed.

In order to see the truth clearly, *Light* is needed—the light of intelligence and understanding of the needs of others, the light of intuition and wisdom that guides us in the moments of great decisions.

And finally—

Love—love for humanity; love for our neighbor

Life, Truth, Light, Love—all fused into that great force—SERVICE, has built a business which, because it has stood the test of fifty years of time, has won the generous confidence of a great community and its fellow workers. For this, looking down the golden perspective of half a century, I am proud and grateful.

I charge those who in future years at the helm of "The Big Store," to abide by these four great principles.

Isaac Kaufmann

Editorial by our Late President on our Golden Anniversary, 1921